



BIOFIELD TUNING

## Marketing Manager

**REPORTS TO**  
COO

**LOCATION**  
Colchester, Vermont

**TYPE**  
Full Time

**FLSA STATUS**  
Exempt

### SUMMARY / OBJECTIVE

The Marketing Manager works closely with our COO and leadership team managing customer acquisition, conversion and retention initiatives, and builds omnichannel brand awareness as we expand our footprint in the global marketplace.

This position works independently and as part of the marketing team on the development, execution & monitoring of marketing email, digital marketing initiatives, social media, and content marketing campaigns; creates original content, coordinates marketing & industry events and conducts market research and supports the sales process.

### RESPONSIBILITIES / DUTIES

- Set product brand strategy and develop marketing strategies to ensure effective positioning, creating demand and maximizing sales.
- Develop specific marketing strategies to support brand awareness as key revenue driver for business.
- Create a variety of marketing communications programs to promote sale of company products.
- Oversee development and production of marketing materials including company newsletter.
- Identify, review and manage events, press opportunities, partnerships and possible collaborations to determine best fit alongside overarching business plan.
- Develop and execute customer events, which could include trade shows, symposiums, webinars, etc.
- Maintain and advance the company's web exposure, position and presence.

- Develop other relevant social media outlets to support and expand the company's digital presence.
- Develop, maintain, and track marketing budget.
- Provide reports to upper management on marketing efforts, results, and budget.
- Monitor engagement KPIs (Key Performance Indicators), analyze underlying trends, provide written and verbal feedback to leadership.
- Analyze customer insights, consumer trends, market analysis and marketing best practices to build successful strategies.
- Support the company's re-branding strategy.
- Attends appropriate business meetings
- Reports to upper management on any pertinent information regarding department/responsibilities during but not limited to, business hours

*The above duties and responsibilities describe the general nature and level of work performed in this job. They should not be construed as an exhaustive listing of all job duties and responsibilities by employees so classified.*

### **Other Responsibilities**

- Requires work with others in a group or team, external customers, face-to-face discussions with individuals or teams. Requires strong interpersonal and communication skills that support individuals and teams, effective problem resolution, and sustainable, successful working relationships.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Highly creative with experience in identifying target audiences
- Proven experience developing marketing plans and campaigns
- Metrics-driven marketing mind with eye for creativity and innovation
- Promotion, marketing, and advertising experience preferably within the Wellness, and Healing Industries
- Proven proficiency with Facebook and Instagram Ads and ability to read and translate metrics to actionable insights.
- Strong interpersonal skills, including the ability to listen effectively and communicate in a proactive fashion
- € Exceptional skills in leadership, visual design and ideation, project management, communication, and willingness to learn

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Marketing, business or related field
- Experience with marketing automation and CRM tools.

- Strong technology acumen working with Microsoft Office, and project management software

### **PHYSICAL REQUIREMENTS**

Bending or twisting, reaching, sitting, standing, climbing, and walking. Safely moving or lifting objects up to 50 pounds. Use hands to handle, control, or feel objects, tools or controls.

### **WORK ENVIRONMENT**

This is almost exclusively a computer-focused, office-based position. It is required that this individual is adept in using multiple forms of technological communication. If working outside of the office at any point, it is imperative that the person who fills this role is easily accessible and responsive during business hours.

### **TRAVEL**

Travel may be expected for this position.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

*This Job Description is not a contract of employment. All employment remains at will. Performing all or some of these tasks to expectation is not a promise or guarantee of continued employment. This Job Description and any tasks listed can be temporarily or permanently changed or modified at any time in the company's sole discretion, with or without prior notice to the employee and with or without being in writing. You may be required to perform other jobs for the company even if not within your job or department. The duties and responsibility describe the general nature and level of work performed in this job. They should not be construed as an exhaustive listing of all job duties and responsibilities by employees so classified.*