



Job Title: **Marketing Manager**

Department: **Marketing**

Reports To: **Chief Commercial Officer**

FLSA Status: **Exempt**

FTE: **1.0**

Salary Range: **\$63,000 - \$75,000**

Job Summary

The **Marketing Manager** oversees all marketing activities for the Purity Scientific portfolio. This includes print and online advertisements, updates to the website and create listings to other websites. Has a knowledge of commonly used concepts, practices, and procedures. Resourceful and imaginative, have a strong sense of collaboration. Relies on instructions and pre-established guidelines to perform the functions of the job.

General Accountabilities

- Capture high-quality, custom product photos designed to drive sales
- Oversee website asset updates and product listings on 50+ affiliated websites, conduct website and social media channel sweeps to ensure accuracy and making timely correction
- Evaluate important metrics that affect our website traffic, service quotas, and target audience. Build brand visibility and reputation through creative assets (banners, ads, etc.) for use on the website, in emails, display advertising and on third party commerce sites. Monitor competitor's websites
- Develop and monitor campaign budgets
- Coordinating email campaign design including: designing and creative submission, production
- Working closely with third party vendors to communicate email campaign requirements, coordinating creative, completing campaign requests and seeing through to execution
- Create eye-catching ads that increase sales and customer base
- Promotional Items (mugs, shirts, gifts, etc.) research, price comparison
- Any other tasks or duties as assigned or requested by the Chief Commercial Officer or CEO
- Tradeshows- research, plan, attend and execute best in class experience
- Coordinate marketing efforts and staff of Purity Scientific Holding company
- Vendor relations- Logical LabX, etc
- Training and integration activities as Purity Scientific grows its portfolio
- Occasional travel may be required for such things as tradeshows and as needed.

Job Qualifications

- Associate degree – minimum
- Bachelor's degree - preferred

Skills

- Basic photo and editing - Photoshop preferred
- Work in a team setting to meet company marketing and sales objectives
- Thinks outside the box; creative
- Ability to prioritize work, meet deadlines, achieve goals
- Experience in all Microsoft programs (Word, Excel, PowerPoint, Outlook, etc.)
- Knowledge of HTML, PHP, CSS
- Adobe Software: (Ex: Photoshop, Illustrator, Acrobat etc.)
- Detail oriented, strong ability to multi-task
- Excellent written and verbal communication
- Ability to work effectively under pressure

I have reviewed and understand the above job description and believe it to be accurate and complete. I also agree that management retains the right to change this job description at any time.

Employee

Date

Supervisor

Date