



Marketing Manager

Position Summary

Employment Type:	Full-Time
Reports To:	Marketing Business Manager
Direct Reports:	Marketing Assistants, Graphic Designers, Social Media Analyst
FLSA Status:	Nonexempt

Responsible for the creation, drafting, positioning and strategic direction of all communication programs that promote VanDyk and its products.

Essential Job Functions

Facilitate communication, planning and strategy with Marketing Business Manager, Sr. VP of Sales, and Regional Managers

- Develop annual marketing strategy
- Develop new product marketing plans, strategies and positioning
- Evaluate, improve and write marketing content
- Evaluate and improve production processes for marketing content
- Develop a 'work-flow' project management system to track progress and budgets
- Management of digital information and web presence
- Collect and interpret market data related to product and firm strategy
- Coordinate media and PR strategies with public relations firms
- Manage inventory and storage of marketing materials
- Ensure marketing communications are in compliance with current rules and regulations
- Recommend annual budget and monitor monthly progress
- Manage marketing team
- Work closely with the firms' sales teams and Regional Managers
- Will have frequent contact with staff at all levels as well as vendors, public relations firms and other individuals outside of the Company.

Key Characteristics

- Project management skills
- Understand the principles of marketing
- Creative and innovative problem solving and project creation
- Ability to multi-task
- Ability to manage a team and oversee other employee's work



Job Specifications

- At least 3 years of experience in marketing
- College degree preferred
- Software competence including MS Word, Excel, PowerPoint, Outlook and Internet

Competencies

1. Decision Making
2. Time Management
3. Organizational Skills
4. Detail-Oriented

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit, use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must occasionally lift or move office products and supplies, up to 20 pounds.

Employee signature below constitutes employee understanding of the requirements, essential functions and duties of the position

Employee Signature: _____ Date: _____

VanDyk Mortgage Corporation provides equal employment opportunities ("EEO") to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, VanDyk Mortgage Corporation complies with all applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, rehire, transfers, leaves of absence, compensation and training.



This description reflects the management's assessment of essential functions and does not restrict management's right to assign or reassign duties and responsibilities to this job at any time. This job description was reviewed and approved by the below:

Manager Signature: _____

Approval Date: _____