

Job Description: Marketing Manager

About Vision

Vision Government Solutions is a leading government technology firm providing cutting-edge software to the public sector. We are at an incredible inflection point of growth, both organically and through acquisition and are looking for people to join our Sales & Marketing team. Specifically, we are searching for ambitious, motivated individuals looking to advance their career in Marketing.

Summary of Role & Responsibilities

The Marketing Specialist will report to the Director of Marketing and will interface with the Revenue Operations team whose primary responsibilities include sales enablement, conferences, events, proposal generation and executing marketing initiatives laid out by the marketing team.

The primary objectives for this role are to ensure that we are elevating our brand, gaining brand recognition, generating leads and referrals which turn into requests for demonstrations. The optimal candidate will drive sales through targeted campaigns, including email drips, new content and creative event strategies.

Our primary outreach to our existing customer base is attendance at statewide events that require specific regional messaging, event planning and execution of state wide user groups

This role requires strong creativity and the ability to translate requirements into design; visualize and create graphics including illustrations, logos, layouts and photos from those requirements and messaging themes. Creation of marketing collateral (e.g., brochures, branded items, email templates, PowerPoint templates, etc) is a must.

Skills Sets Requested

- Requires excellent communication skills, both written and verbal. Deep understanding of delivering market messaging through email campaigns, direct calls, advertisement and content for sales collateral.
- Should have story telling skills, the ability to present rough drafts and ideas, develop the content, amend designs after feedback and ensure final graphics and layouts are visually appealing and on-brand.
- Includes participation in creation of branding messages and themes, content creation designed to strengthen our brand within specific markets, brand alignment within subsidiaries, Lead generation for new markets, and customer loyalty initiatives primarily around our state specific user groups.
- Building marketing campaigns around specific markets and initiatives, including email drips and scheduling utilizing tools such as Pardot or Hubspot and the ability to analyze what is working and what is not using the email analysis products as well as google analytics. These campaigns will typically require the creation of a landing page as well to push specific content.
- Salesforce.com experience and the ability to mine data for distro lists, tracking of followups and relevant information.

- Event planning and coordination is a bonus. Marketing and Revenue Operations work closely together to Plan and Execute dozens of events annually, the ability to market these events and drive attendance is preferred.

The ideal candidate possesses the following

- A Bachelor's degree in Marketing, Design, Fine Arts or a related field is required, unless prior experience is equivalent.
- Must have 2-3 yrs experience in using the Adobe Suite – specifically InDesign, Illustrator, Photoshop. Lightroom, After Effects, Premier Pro are a nice addition. Should be able to work in Canva as well.
- Must have 2-3 yrs experience utilizing Salesforce or a similar Customer Relationship Management product, and Pardot or Hubspot for managing campaigns and automating these campaigns.
- 2-3 yrs experience in a similar role is desired, but not necessarily for the right candidate. No direct sales activity (e.g., sales calls or cold calling) is required, but is available for those who express interest.
- Must be able to work methodically and meet deadlines.
- Should have prior experience with website content creation and design, knowledge of the Divi Design tool, or similar tool are desired; html experience meets this requirement as well.
- Occasional travel will be required, typically 2 large conferences, 4-5 regional User Summit meetings, and to fill in if our presence is requested.

Who We Are Looking For

The ideal person for this role will have demonstrated the following skills and traits:

- **A keen eye for design and branding:**
- **Organized and can work methodically and meet aggressive deadlines:**
- **Growth-oriented mindset:** We are hyper-focused on improving every day. Successful team members will have a similar mindset, including:
 - An eagerness to learn
 - An aversion to boredom
 - An instinct to see what could go wrong before it happens
 - The willingness to build and participate in a safe environment focused on continuous improvement
 - Competitiveness, collaboration with others, and a strong team mindset

Compensation

Vision provides a compensation and benefits package that is competitive with other leading technology companies and includes paid time off (PTO), an attractive employee health insurance plan, a 401k plan, and more!

Job Type: Full-time, Remote for the right candidate

If you are interested in joining us, [please submit a resume and cover letter](#) describing your interest in the role and alignment with the qualifications described above. We look forward to meeting you!