



Job Description

Job Title: Marketing & Branding Manager
Classification: Exempt
Practice: NA
Team: Marketing
Report To: President
Date Approved: 8/16/22

Role Objective

The Marketing & Branding Manager will be directly responsible for organizing, developing, and executing a tactical plan within a marketing vision in a fast-paced environment.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

The Marketing & Branding Manager must have experience, expertise, and the ability to juggle and prioritize projects with time urgency without losing sight of company goals, quality, and "big picture," initiatives. Utilizing marketing skills and expertise in social media, web analytics, email and physical campaign marketing, press-release and copywriting, content generation, and website maintenance.

- Directing and Leading Marketing Initiatives: Drive the development of the end-to-end marketing strategy, program architecture, and campaign planning for HyBridge (program planning, campaign management, tactical execution, content development, and website maintenance).
- Digital Marketing: Deliver breakthrough ideas, innovation, and leadership to deliver a comprehensive go-to-market plan for net new clients via all relevant mediums and channels (e.g., digital campaigns, virtual and in-person events, third-party channels, social media, organic).
- Content Editing & Writing: Collaborating with leadership team and subject matter experts to write, edit, and proof social media posts, blog posts, client success stories, press releases, internal communication, advertising, and other marketing materials on a routine basis.
- Managing and Strengthening Brand: Working with stakeholders across departments to create and maintain a consistent look and feel on all HyBridge materials, including website, sales collateral, documents, social media accounts, event signage, and swag.
- Key Performances Drivers: Analyzing key performance metrics, including campaign engagement, efficiency metrics, audience growth, content reach, feedback, and reviews to maintain reputation and ROI for initiative.

Supervisory Responsibilities

There are no supervisory responsibilities for this role.

Required Qualifications

- Proven track record of building, leading, and managing integrated campaigns across web, social, email, as well as in-person events and other activities.
- Experience developing and executing targeted marketing campaigns focused on specific market segments.
- A full understanding of how to segment the market and audience relative to a specific industry and identify the appropriate targets.
- Define integrated, effective campaigns and programs to meet business revenue and client acquisition goals.
- Oversee the management and maintenance of all HyBridge campaigns, events, and content.
- Ability to excel in a fast-paced, evolving environment working with leadership to build our vision, express our core values, and facilitate a culture of personal and professional growth.
- Experience with HubSpot or similar marketing automation software is required.
- Experience with SaaS products and/or solution selling is desirable.
- Excellent and thoughtful verbal and written communication skills.
- Excellent organizational skills with expectation of routine project and task management.
- Proficiency with MS Office (Outlook, Excel, Word).
- Basic knowledge of graphic design principles and experience with Adobe Creative Cloud programs including InDesign, Illustrator, and Photoshop is a plus.
- Must be self-driven with the ability to deliver with minimal oversight.

Preferred Qualifications

- Bachelor's degree in marketing or communications or equivalent experience in content marketing, social media marketing, or advertising preferred.
- 5-7 years' experience in a B2B campaign manager capacity preferred.
- 3+ years' experience managing and developing new marketing programs preferred.

Travel Requirements

This position typically has a nationwide travel expectation of up to 10%.

Work Environment

A combination of home office and on-site client work environment. (200 mile radius from 29349)

Physical Demands

Prolonged periods of sitting at a desk and working on a computer.

Other Duties

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.

EEO Statement

HyBridge Solutions is committed to a diverse and inclusive workplace. HyBridge is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

Interested candidates should email their resume to vclark@hybridgesolutions.com.