



Marketing Manager

Position Overview

Our client, **GBC Fundraising**, based in Milford, OH has been a long-standing company of 75 years. They serve non-profits, across multiple market segments, by providing custom fundraising solutions that generate industry-leading ROI and repeatability. Primary markets include volunteer fire, school, and animal rescue.

In the role of **Marketing Manager**, you will assume a pivotal position, influencing day-to-day operations by developing and implementing marketing strategies, overseeing and executing lead generation efforts, managing and building email campaigns, and more.

We are in search of a detail-oriented and self-starting individual who is able to deliver results through creative solutions and effective team collaboration. If you are a motivated and innovative professional seeking new opportunities, let's chat!

Key Responsibilities

- Develop, implement, and manage project marketing strategies to achieve company objectives.
- Utilize both traditional and digital marketing channels to reach target audiences effectively.
- Plan, execute, and optimize multi-channel marketing campaigns that result in lead generation.
- Innovate by implementing new marketing ideas to elevate GBC's brand visibility.
- Oversee the digital marketing strategy, including social media, email marketing, and online advertising.
- Utilize data and analytics to measure the success of marketing campaigns and identify areas for improvement through reports.
- Work collaboratively with sales, product development, and other relevant departments to ensure cohesive messaging and strategy.

Requirements

- 3-5 years of experience in Digital Marketing.
- Bachelor's degree in Marketing, Business, or a related field preferred.
- Proficient in using HubSpot software.
- Proven experience as a Digital Marketing Manager or similar role.
- Strong leadership and team management skills.
- In-depth knowledge of digital marketing channels and tools.
- Analytical mindset with the ability to interpret data and make informed decisions.

Desired Attributes

- Self-motivated, disciplined, detail-oriented, and takes initiative.
- Excellent interpersonal and client-relationship skills.
- Strong written and verbal communication skills.
- SEO, Google Analytics, and various marketing software applications.

Important to Note

Benefits include a competitive base salary, as well as a competitive and comprehensive benefits package including 401k, attractive healthcare coverage, dental, vision, and employer-paid life insurance, ample paid time off, and a consistent in-office work schedule

A Slice of HR is working with this client on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to **tiesha@asliceofhr.com**.