

Senior Marketing Manager

OVERVIEW

In the role of Senior Marketing Manager for Lextant, you will work with the Marketing Designer, subject matter experts, and Leadership Team to execute a marketing strategy that builds brand equity, drives lead generation and sales funnel conversions, and achieves marketing KPIs. You'll manage content workflows and connect account-based marketing insights to content generation, publication, and optimization. You'll make decisions informed by data and trends research, possess great branding instincts and journalistic capabilities.

RESPONSIBILITIES

- Coordinate with internal stakeholders to ensure creation of useful and engaging content that aligns with overall business objectives
- Create and manage a content/editorial calendar mapped to business objectives, content themes, announcements, and events
- Use industry trends, competitive insights, and client history to craft compelling messages and materials for key prospects entering the pipeline
- Manage all website activities including technical and content SEO aimed at improving search rankings and brand awareness
- Oversee the company's social media strategy, from interactive content creation to regular posts, community management, and social listening
- Develop and oversee marketing budget on an annual and quarterly basis
- Track, measure, and report on results of digital marketing efforts to determine ROI
- Responsible for planning, implementing and maintaining the company's email marketing strategy, including the development of a subscription-based newsletter
- Be a subject matter expert for the company by understanding the decision-making and buying behaviors of prospects and clients and Lextant's methods, products, and services
- Coordinate public relations activities including managing media inquiries, creating content for press releases, byline articles and keynote presentations, and seeking high-level placements in print and online media
- Pursue and evaluate opportunities for key speaking event participation
- Lead the execution of advertising efforts from audience building to creative development and optimization
- Champion digital marketing best practices and oversee consistent application of brand standards

SKILLS AND QUALIFICATIONS

- Bachelor's degree in marketing, communications, journalism, business, or related field
- Hands-on experience in: social media, email marketing, content development, and account-based marketing in a B2B environment
- Strong understanding of SEO best practices and web analytics including the use of measurement tools to gather insights, track progress, and translate information into action
- Advanced fluency with marketing automation, CMS, inbound marketing and sales/CRM tools
- WordPress knowledge preferred
- Detail-oriented and able to direct multiple projects simultaneously
- Proven leadership, collaboration, and mentorship skills, as well as solid project management experience
- Experience in setting up and optimizing paid media campaigns (LinkedIn, Google Adwords, etc.)
- Current technical knowledge of social media channels, including LinkedIn, Twitter, Facebook, Instagram, and YouTube
- Knowledge of design thinking and qualitative research methods a plus

ABOUT LEXTANT

Lextant is a fun, collaborative, and immersive place to work. Located in one of the newest office buildings in the heart of downtown Columbus, just a short walk to the Scioto Mile. We believe in a healthy work-life balance and have adapted a flexible modern work environment. You'll be joining a family of like-minded, caring and passionate professionals. Here at Lextant you will be able to make an impact on Fortune 500 companies around the world.

BENEFITS

Competitive salary

Fast paced, ever changing

Dental, vision, health and life insurance

Paid maternity/paternity leave

Dog friendly office

Flexible PTO

Please send your resume and any additional questions to jobs@lEXTANT.com