



## Marketing Manager

**REPORTS TO:** President/COO

### Company Profile

CCI Learning® (CCI) is an education technology company, specializing in Interactive Courseware, Certification, Software Licensing and Educator Services. The ethos of our company "Every Lifetime Deserves to be Maximized" is supported by a Service Based strategy of developing products that are preparing people for success.

### Responsibilities

The role of the Marketing Manager is to plan, develop, manage and execute the organization's marketing and advertising initiatives ensuring the organization's message is distributed across channels and to targeted audiences in order to meet sales objectives.

### About You

You are a strategic thinker and able to balance long term vision with short/medium term goals. You are creative, innovative and curious and willing to roll up your sleeves and get things done. You are passionate about marketing and a visionary in spotting opportunities. You are trustworthy, have high integrity and lead by example. You are an expert at creating and executing on a marketing strategy and ensuring the marketing department is proactive. You want to be part of a winning team; with your outstanding work ethic; commitment to people and desire to achieve excellence.

### Duties

The primary duties for this position are as follows:

- Develop, plan and execute a Marketing Plan in line with company vision to include:
  - a. Brand maintenance/ building initiatives as well as managing corporate identity.
  - b. Press Releases and Success Stories
  - c. Product launches
  - d. Packaging/Pricing and Positioning in the market
  - e. Events Management
  - f. Social Media
    - i. Build a following on all social media platforms

- ii. Develop, manage and publish content with accuracy and relevance
  - iii. Identify and be active in relevant industry forums and blogs
  - iv. Follow trends for online marketing and make relevant recommendations
  - g. Website Management for best positioning of our products
  - h. Execute on SEO activities
  - i. Measure, Manage and Improve lead generation using campaigns and promotions
  - j. Develop engaging marketing collateral including data sheets, ppt presentations and other materials to support the sales team using a wide range of marketing materials.
- This position requires high engagement and collaboration working with other departments.

### Specialized knowledge and attributes

1. Marketing degree preferred or requisite experience as a marketing expert for 5+ years.
2. Great people skills.
3. Proficient (Certified in Microsoft Word, Excel and PowerPoint, and Adobe InDesign, Photoshop and Illustrator)