
MARKETING MANAGER

SUMMARY/OBJECTIVE:

The Marketing Manager will be responsible for strategic and tactical marketing initiatives to support business development for all of Meridian's products and services.

ESSENTIAL FUNCTIONS:

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

1. Identify target markets, analyze market trends, and collaborate with various internal departments to assist with developing lead generation strategies.
2. Develop and carry out marketing plans for internal departments (as needed), targeted markets, and customers.
3. Generate content and strategies for internal and external communication for all products and services.
4. Manage and update the company Website and conduct SEO.
5. Organize and carry out all marketing-related projects including brand and promotional material development.
6. Coordinate various marketing events to include trade shows and serve as the corporate marketing representative for those events.
7. Develop and carry out public relations strategies to include writing press releases, serving as the company representative on radio shows, etc.

COMPETENCIES:

1. Excellent Communication Skills.
2. Ethical Conduct.
3. Thoroughness.
4. Results Driven.
5. Creativity.
6. Flexibility.
7. Customer/Client Focus.
8. Organizational Skills.
9. Initiative.
10. Relationship Management.
11. Strategic Analysis.

SUPERVISORY RESPONSIBILITY:

This position has no supervisory responsibilities to start, but may grow into a supervisory role.

WORK ENVIRONMENT:

This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.



PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This is a largely sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand on a stool as necessary.

POSITION TYPE & HOURS OF WORK:

This is a full-time position. Typical days of work are Monday through Friday. Some flexibility in hours is allowed, but the employee must be available during the “core” work hours of 9:00am – 5:00pm and must work 40 hours each week.

TRAVEL:

We anticipate that up to 25% of your job may require local travel with occasional overnight/out of area travel.

REQUIRED EDUCATION & EXPERIENCE:

1. Bachelor’s degree.
2. Demonstrated experience in marketing and communications.
3. 5+ years of previous experience with marketing within both government contracting and commercial industries.
4. U.S. Citizenship required.

DESIRED GRAPHIC DESIGN EXPERIENCE:

1. CAD/AUTOCAD.
2. MS PowerPoint, Project, and Visio.
3. Adobe.

SECURITY CLEARANCE:

None required for this position.

ADDITIONAL ELIGIBILITY QUALIFICATIONS:

None required for this position.

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.