

**Job #0121 | Director of Marketing | Flower Mound, TX**

The **Director of Marketing** at Niagara Conservation will provide senior leadership in the development, implementation and execution of the company's marketing and e-business strategy in alignment with the corporate strategy and objectives. A key aspect of the role will be focusing on targeted marketing programs that drive awareness of the company's products and services. This role will have overall responsibility for branding, inbound & outbound marketing, search engine optimization, lead generation strategy, and social media & email marketing. The position will partner with sales to integrate marketing strategies with the sales process, PR, social media and website development and requirements. This position will manage a team of five employees, report directly to the EVP, serve as a part of the Leadership Team and participate with senior management at the highest levels of decision making.

**Key Responsibilities**

- Collaborate with Executive leadership, and the entire management team to ensure a consistent message and brand image.
- Develop a marketing plan, oversee the execution and evaluate the results across all sales channels.
- Develop, maintain and exceed all Marketing metrics and objectives set forth for each plan year.
- Balance brand building creative approach with data driven, analytical marketing to drive sales.
- Oversee the creation, maintenance and publication of a marketing dashboard recapping promotions that summarizes key financial data of marketing campaigns and lead generation efforts. Analyze data to continuously optimize marketing campaigns and boost results.
- Partner with sales to integrate marketing strategies with the sales process, PR, social media and website development and requirements and ensure department initiatives are aligned with business and marketing objectives.
- Develop marketing content and communication for all sales channels to amplify our brand and engage consumers.
- Partner with Sales and Operations to Develop and deliver revenue, sales profitability and budgetary objectives for all sales channels. Track progress throughout year and correct as needed.
- Identify website functionality upgrades, evaluate costs and benefits, and ensure executed to plan.
- Work with leadership team to ensure a consistent look, voice and message among all marketing materials to include sales collateral, wholesale materials, social media, marketing campaigns, trade shows, and all other Niagara communication both internal and external.
- Create strategic partnerships with outside agencies to ensure Niagara is highly visible and properly positioned in the marketplace.
- Manage the Marketing budget including preparing annual budget.
- Responsible for the overall management, growth and direction of the marketing teams.
- Establish a positive working environment that promotes employee retention, development, training and satisfaction.
- Own the management and strategic utilization of company's Customer Relationship Management (CRM) and Marketing Automation software.
- Other duties as assigned.

**Qualifications (min. educational and experience qualifications):**

- Bachelor's degree with a minimum of 10 years of experience in marketing and leadership management
- 3-5 years of HubSpot (or Salesforce/Pardot) experience preferred.
- Strong leadership experience supervising teams and leading leaders
- The ideal candidate has a balanced mix of product/brand marketing and retail/partner marketing experience.
- Candidate will have national marketing experience with in-depth understanding of Corporate branding, lead generation and partnering with Sales to strategically drive revenue.
- Proven ability to lead with passion, build relationships, advise and teach
- Demonstrated success working closely or interacting with senior executive leadership inside and outside of the organization
- Ability to travel as required (20-30%)

**Key Competencies:**

- Customer Service Excellence
- Effective and Efficient Work Practices
- Team Involvement and Participation
- Basic Influencing & Relationship Building
- Influencing & Relationship Building
- Motivating Others
- Problem Solving
- Dealing with Ambiguity/ Managerial Courage
- Fosters Open Communication
- Selects and Develops Talent
- Delivers Results
- Team Leadership
- Business Acumen

We are growing entrepreneurial Company offering great benefits and compensation. If you have the experience and skills required for this position, please submit resume with salary history and/or requirements for consideration.