



<https://insigniaseo.com/marketing-manager-austin-tx/>

Marketing Manager- Austin, TX

Job Summary

Job Title: Marketing Manager

Job Location: Austin, Texas

Job Status: Permanent

Job Pay: \$75,000 - \$85,000 per year (Annual Bonus)

Job Summary

If you live and breathe marketing, we need to talk. We're looking for a flexible and versatile marketer who will be responsible for the growth of our inbound sales channels.

Responsibilities

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels & content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis, and much more
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partnerships with key industry players, agencies and vendors
- Be in charge of marketing budget and allocate/invest funds wisely
- Measure and report performance of marketing campaigns, gain insight and assess against goals

Requirements

- BS/MS degree in marketing or a related field
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Good taste, a sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement

Employment Type

Full-Time

Virtual

Position-

Telecommute Optional

Job Area

Austin

Working Hours

Flexible

Base Salary

\$ 75,000 - \$ 85,000

Date posted

September 1, 2019

Valid through

December 31, 2019

Other

IMPORTANT: Visit our Website before Applying, we want to make sure you know what we do. Thanks!