

PROMOTIONAL MARKETING MANAGER

The Marketing Manager will need to be our ultimate brand ambassador and breathe life into every word and every pixel that goes out into the world about our awesome company and products.

Working at Hub Pen Company, our Corporate headquarters in Braintree, MA, he/she will be responsible for the development, planning, and implementation of our promotional and marketing strategies, under the guidance of our Marketing Director. This includes all aspects of promotional planning, social media, and marketing programs that support strategic business objectives for the company.

GENERAL

- In collaboration with the Marketing Director, develop comprehensive annual marketing programs, while providing support in the creation of long-term marketing strategies for the brand
- Communicate promotion strategies internally, as well as to external field reps and customers, via programs that inform the organization of key promotions, internal partnerships, and selling strategies that will maximize the brand's exposure and profitability
- Continue to develop the Brand Book, ensuring all collateral is compliant with our brand vision and narrative
- Oversee and direct all email campaigns, creation of marketing collateral, and industry specific communications
- Be the social media voice for the brand by running Facebook, Instagram, Twitter, etc. and other industry specific social media platforms
- Meet promotional revenue targets, as dictated in the OKRs (Objectives, Key Results)
- Interact with our top customers, building marketing platforms & a creative calendar tailored to their needs
- Analyze trends in the market and create company strategy around them
- Oversee ongoing creative development of our websites and work with our designers to ensure their success
- Coordinate and execute all tradeshows/events for the brand, in collaboration with our management team
- Support our MLRs (multi-line Reps) with their business development activities
- Conduct weekly meetings with Marketing Team with recorded minutes, ensuring conclusion of all action items
- Conduct collaborative bi-monthly meetings with Marketing Team and Accounts Team to discuss promotional campaigns, with recorded minutes and ensure conclusion of all action items
- Produce quarterly OKR's for company quarterly performance meetings with KPI's in place for marketing team
- Ensure all training (and cross-training) needs are met for all staff

REQUIREMENTS

- Very, very (did we mention very?) strong sense of creativity is imperative to be successful in the position
- Work at warp speed under pressure and strict timelines, a sense of humor will help here
- An exceptional level of organization is a must. Need to be able to multi-task with minimal errors
- A 'can-do' attitude with a strong team player ethic is essential
- Strong problem-solving skills and a personal sense of responsibility
- Must pay very close attention to details
- Must be able to wear multiple hats and go with the flow
- Conduct all activities in accordance with high ethical standards, high energy, outgoing personality/friendly and professional attitude
- Committed to quality service to customers and fellow employees, with professional oral, listening and written communication skills, and capable of preserving confidential or sensitive information
- Most importantly: Must be a self-starter, cannot sit around and wait for things to happen

Please send a copy of your resume and cover letter to employment@hubpen.com.

About Hub Promotional Group

In 2017, HUB Promotional Group was created to bring together only the Best of Brands that are recognized as leaders in their respective categories. Each Brand has top industry ratings and has won multiple awards for service and top-quality products. Based in Boston, MA, HUB Promotional Group is the corporate headquarters for the Family of Brands that provides the best promotional and marketing solutions for the promotional products industry.

Hub Pen Company is an Equal Opportunity Employer. We evaluate qualified applicants without regard to race, color, religious creed, national origin, sex, age, gender identity, disability, sexual orientation, military service, genetic information, and/or other status protected under law.