



Vice President of Marketing

WHAT YOU'LL BE DOING – THE ROLE

Marketing / Brand Management

- Lead a highly skilled and successful marketing team
- Manage direct response marketing strategies
- Bring brand and customer insights and data to strategy discussions
- Influence corporate messaging and positioning
- Manage key vendor relationships (e.g., creative, media and research agencies) to ensure strategic impact and high ROI
- Exercise strategic and creative leadership on highly visible campaigns and programs
- Collaborate with functional partners to forecast and plan company revenue growth
- Develop market strategies, including budget, forecast, efficiency targets, and channel and agency selection, business and brand objectives, customer insights and market trends.
- Ensure products are designed with the targeted customer in mind
- Utilize market/consumer research and to identify gaps and opportunities
- Strategic planning and customer segmentation to include marketing and competitive analysis, customer segment selection and plan related product positioning
- Responsible for brand development and ability to build out a supporting marketing plan
- Oversee the creation and management of strategy, managing core brand, marketing, and supporting commercial efforts
- Manage marketing budget and resource allocation from annual planning to ongoing variable spend
- Be an important partner in product strategy; advise on market potential, pricing, distribution channels, and launch sequencing for all products
- Participate in various levels of strategic development

Inside Sales Center (Call Center) Management

- Participate in the development of roles, enhancement of tools, and assessment of Inside Sales team effectiveness and efficiency
- Implement growth strategy and develop new processes as necessary to enhance call center performance
- Build collaborative relationships with the call center leadership team that fosters productive partnerships and encourages process improvement
- Prepare reports and analyze contact center data to improve processes, ensure resources are properly allocated, and maximize efficiency and customer satisfaction



WHAT WE'RE LOOKING FOR

- 10 years of relevant work experience including experience in marketing, brand management and Inside Sales development
- 10 years of relevant work experience managing large teams and building structure and processes
- Strong project management, creative thinking, and analytical skills
- Demonstrated ability to manage multiple programs and priorities in a fast-paced environment
- Good time-management, organizational, problem-prevention and problem-solving skills
- Willingness to adapt to changing business needs and deadlines
- Strong analytical skills, with depth understanding of market conditions and customer needs
- Demonstrated ability to lead cross-functional teams with excellent leadership, communication and organizational skills required
- Experience across the entire marketing mix, including measurable results and impact.
- Partner with training and operations teams to support your team's growth and development while increasing execution effectiveness.
- Work in close collaboration with the president and chief operating officer to ensure sales, service, and operational processes are followed as outlined
- Proven leadership skills – passionate, positive attitude, persuasive, innovative, encouraging and motivating
- Data-driven with strong analytical and quantitative skills as well as attention to detail.
- Excellent written, interpersonal and presentation skills
- Desire to tackle complex challenges and transform them into solutions
- Bachelor degree
- MBA preferred

WHAT WE OFFER

- Very Competitive Pay
- Full benefits (medical, dental, vision, life)
- 401K with employer match
- PTO
- Paid holidays