

# MARKETING MANAGER

Empire Comfort Systems  
Belleville, IL

We are seeking a full-time Marketing Manager to join the Marketing Team in Belleville, IL. The ideal candidate is a leader, creative, dependable, self-motivated, and detail-oriented. The Marketing Manager works under general executive guidance and has total project responsibility for larger, more complex projects requiring advanced design and analysis. This position reports to the Vice President of Sales and Marketing.

## Responsibilities

- Provide training and direction to direct reports and other support professionals
- Work with VP to develop and execute yearly marketing strategy
- Review and provide direction on all materials produced by the Marketing Department including communications, content, design, and creative
- Collaborate with product managers and sales manager to develop marketing programs that align with sales objectives
- Participate in creation of brand strategy plans
- Manage internal and external resources to manage websites, communications, product brochures, and marketing programs
- Oversee planning for three tradeshows annually
- Participate in new product development and create new product launch plans
- Work with the Print Shop Manager to oversee inventory and delivery of marketing materials printed in house
- Participate on monthly calls with national sales team
- Conduct monthly performance reviews for direct reports

## Skills/Qualifications

- Bachelor's degree in Marketing, Business, or a related field
- 5-10 years of experience in Marketing
- Ability to lead a team
- Strong project management and decision-making skills
- Proven experience developing marketing plans and campaigns
- Working knowledge of WordPress, UX, e-mail marketing, and content marketing
- Understanding of trade channel marketing
- Ability to understand and make decisions with data insights

## Benefits

- Health, Vision, Dental Insurance
- 401K Plan
- Life insurance
- 10 scheduled holidays
- Paid time off

## Ready to Apply?

Send a resume and cover letter to [jobs@empirecomfort.com](mailto:jobs@empirecomfort.com). Please include "Marketing Manager" in the email subject line.

