

**GROEBNER**

POWERED BY EXPERIENCE

Marketing Manager

Primary Location: Minnesota Office**Reports to:** Director of Sales Operations

Description:

A leader in the natural gas industry since 1976, GROEBNER is a distributor and manufacturers' representative focused on natural gas companies and contractors within the U.S. Now third generation led, we are proud to be family owned and operated for more than 45 years. Team GROEBNER has more than 650 years of combined industry experience and focuses every day on providing safe, reliable products, training, and services to our customers in support of their ever-changing needs.

Summary:

This position will lead the marketing team at GROEBNER and be responsible for setting the marketing strategy for the organization. The Marketing Manager will develop, execute, and monitor marketing programs across a variety of channels to ensure we are best communicating to our target market and achieving our company strategic plan.

Responsibilities:

- Lead annual marketing planning process as well as the creation of the company's marketing plan, presenting to leadership for approval
- Develop integrated marketing tactics for the organization and execute/deploy associated campaigns to accomplish marketing goals
- Manage and work with marketing team to execute all marketing objectives
- Write content for articles, creative material, and technical pieces across different mediums
- Lead email / communication campaign strategy to build brand awareness and nurture leads
- Build brand awareness and positioning while acting as brand ambassador to GROEBNER and enforcing brand guidelines company-wide
- Lead trade show strategy including which shows to attend, booth layout/graphics, tracking ROI for shows, and customer communication
- Manage and implement social media efforts including strategy development, content generation, and execution across platforms like LinkedIn, YouTube, and Facebook
- Oversee our website and digital content to ensure a positive customer-facing experience
- Design creative imagery and layouts for campaigns, social media, events, trainings, website, ads, etc.
- Utilize CRM tools to track and grow customer base
- Identify ways to connect with each market segment and generational segment of our target market (i.e.- variety of email blasts, articles, videos, podcasts, etc.)
- Conduct market research and analyze trends to identify new marketing opportunities

MINNESOTA

21801 Industrial Blvd.
Rogers, MN 55374

ILLINOIS

450 Fenton Lane, Suite 902
West Chicago, IL 60185

KANSAS

19935 West 161st St., Suite A
Olathe, KS 66062

TEXAS

5000 Kaltenbrun Rd.
Fort Worth, TX 76119

- Support sales and lead generation efforts with creation of customer product trainings, webinars, and assets for new product launches
- Analyze and report on the performance and efficiency of campaigns
- Perform other various duties as assigned
- Collaborate with the GROEBNER cross-functional team on other special projects as assigned

Marketing Skills:

Strategy	Management	Budgeting
Content Writing / PR	Trade Shows / Events	Social Media / Community Engagement
Email Campaigns	Customer Trainings	Web Development / SEO
Graphic Design	Videos	Analytics

Other Skills:

- Proficiency in Microsoft Office Suite (PowerPoint, Word, Excel, Outlook)
- Proficiency in social media scheduling software and LinkedIn, Facebook, and YouTube platforms
- Proficiency in content management software and ecommerce
- Proficiency in email marketing software such as Constant Contact
- Proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Premiere, others)
- Proficiency in online webinar tools such as Webex and Teams
- Meticulous attention to detail and consistency in work product
- Ability to respond to shifting priorities in a versatile environment with a can-do attitude
- Ability to present ideas and marketing plans to leadership in order
- Strong sense of personal accountability and creative problem-solver
- Self-starter approach to work and a drive to consistently meet and exceed objectives
- Ability to listen, collaborate, and communicate amongst internal and external customers
- Ability to exercise a high level of professional judgement
- Strong prioritization, organization, and project management skills
- Ability to manage marketing budgets

Work Environment:

- Must be able to sit, walk or stand for extended periods
- Occasionally may be required to lift and/or move up to 10 pounds
- Must be available for business travel approximately 10% of the time

Qualifications:

- High School Diploma or GED required
- Bachelor's degree in Marketing, Communications, or related field required
- At least 3-5 years of relevant experience in marketing required
- Direct management experience preferred
- Experience working in both B2B and B2C environments preferred
- Familiarity with scheduling tools for social media and email marketing automation preferred

Note: *The above information on this job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Duties, responsibilities, and activities may change at any time with or without notice.*