**Job Summary**
We are seeking a dynamic and experienced Marketing Director to lead our marketing team and drive our marketing strategies to new heights. The ideal candidate will possess a strong background in various marketing disciplines, including digital marketing, social media, and analysis of product management. This role requires a strategic thinker with exceptional leadership skills who can effectively manage budgets and deliver compelling marketing campaigns that resonate with our target audience.

**Duties**

* Develop, direct and implement comprehensive marketing strategies that align with the company’s goals and objectives.
* Oversee the creation of engaging content across multiple platforms, ensuring consistency in brand messaging.
* Manage the marketing budget, allocating resources effectively to maximize ROI on campaigns.
* Conduct market research to identify trends, member needs, and competitive landscape to inform strategic decisions.
* Lead product management initiatives, collaborating with cross-functional teams to launch new products successfully.
* Utilize social media marketing techniques to enhance brand visibility and engage with customers.
* Implement email marketing campaigns utilizing automation tools to nurture leads and drive conversions.
* Analyze performance metrics to assess the effectiveness of marketing efforts and make data-driven adjustments as needed.
* Mentor and develop the marketing team, fostering a culture of creativity and innovation.

**Requirements**

* Proven experience in a marketing role with a strong portfolio of successful campaigns.
* Proficiency in Adobe Creative Suite for creating visually appealing content.
* Strong budgeting skills with the ability to manage financial resources efficiently.
* In-depth knowledge of various aspects of marketing including performance marketing, copywriting, and research methodologies.
* Experience in social media marketing strategies that drive engagement and brand loyalty.
* Familiarity with email marketing best practices and automation tools.
* Excellent communication skills with the ability to articulate ideas clearly and persuasively.
* Strong analytical skills for interpreting data and making informed decisions.

Join us as we continue to grow our brand presence in the market. If you are passionate about innovative marketing strategies and leading a talented team, we encourage you to apply for this exciting opportunity.

Job Type: Full-time

Benefits:

* 401(k)
* 401(k) matching
* Dental insurance
* Employee assistance program
* Health insurance
* Life insurance
* Paid time off
* Professional development assistance
* Tuition reimbursement
* Vision insurance

Education:

* Bachelor's (Preferred)

Experience:

* Marketing: 3-5 years (Required)