



## **Marketing Manager** **Quincy, MA**

### **Position Profile:**

We are looking for an experienced Marketing Manager in Quincy, MA, to implement a marketing roadmap focused on customer communications programs for our Residential business. This role will build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan to drive incremental revenue, retain customers and announce product news. This role will have oversight to specific channels and to support business goals. This position reports to the Senior Director, Residential Marketing

### **Responsibilities:**

- Market through various channels and segment databases working with large data sets.
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics.
- Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow.
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes.
- Partner with marketing teams, other internal stakeholders, and external agencies to translate business needs into programs or offers to support new ideas.

### **Qualifications:**

- 3 - 7 years of comparable marketing experience
- BA/BS Marketing or Business or similar
- Well versed in digital to traditional tactics and leveraging multiple channels to create omni-channel campaigns
- Proficient in Microsoft suite and familiar with the following software/tools: Google Analytics, Marketo, Salesforce and Hubspot
- Experience building complex marketing programs and superior analytic skills and expertise in measuring the channel mix success
- Exposure to digital and direct response marketing
- Strong project management, communication and interpersonal skills
- Strong problem-solving ability, including metrics-driven thinking in a fast-paced, results driven environment
- Other responsibilities as assigned