**Director of Marketing**

**Job Description**

**Job Purpose:** The Director of Marketing at EB Medicine will strategize, execute, and optimize a comprehensive marketing plan as well as build an effective and collaborative marketing team that grows company revenues.

**Job Responsibilities:**

* Management:
  + Build and retain a top-rate marketing team, through hiring, ongoing training, leadership and coaching, and professional development
  + Monitor and evaluate workloads, productivity, and performance in the Marketing Department, and ensure that KPIs and deadlines are met
  + Collaborate with other team leaders to accomplish objectives and initiatives
* Strategic:
  + Build customer-focused, dynamic, experiential campaigns with an emphasis on delivering relevant, high-performing communications optimized for engagement and conversion
  + Own the strategy, planning, and execution of marketing campaigns
  + Build multi-channel campaigns focusing on targeting, messaging, and engagement
  + Understand and analyze customer preferences and motivators, and drive new and innovative customer and prospect experiences
  + Analyze company performance data to identify opportunities to grow revenue
  + Develop reports and presentations for senior leadership demonstrating fact-based decision making and innovative thinking and for consideration in developing overall growth strategies
  + Be accountable for new and renewal revenue goals
* Tactical:
  + Create, execute, and manage a marketing and communication strategy that achieves our revenue, lead generation, and engagement goals
  + Manage marketing and sales lists and leads, including scrubbing, cleaning, updating, and assessing performance as well as growing the lists and generating qualified leads for individual and group sales
  + Work with copywriting team and manage the review/editing process to ensure our communications are error free
  + Collaborate on the creation and execution of marketing plans for new products, partnerships, and feature launches
  + Create, execute, and manage a social media strategy that assists with achieving our revenue, lead generation, and engagement goals
  + Assist with campaign-level and enterprise-level revenue projections, as well as planning and updating marketing revenue budget
  + Analyze results from marketing campaigns and website analytics, produce meaningful reports, and adjust strategies as needed to achieve goals
  + Manage our funnel and ongoing efforts to drive new revenue and renewal revenue

**Key Performance Indicators:**

* Total marketing revenue (goal: $2.7M by 12/31/20; $3.08M by 12/31/22)
* # of new qualified group leads
* Engagement (email opens and CTR; social engagement; # of logins/customer)