POSITION DESCRIPTION
Marketing Manager

This is a salaried position, Monday through Friday, 7:55 am to 5:00 PM. There may be an occasional event in the Evening and on Saturdays. This position reports directly to the Director of Marketing and Howard Partridge. **Job duties and work hours are subject to change at any time.**

WORK PERFORMED IN THIS POSITION (to include some or all of the following)

Daily

- Attend morning meeting at 7:55 AM, Monday – Friday (7:30 am on Wednesday).
- Coordinate all Marketing Rep visits to Referral Sources.
- Maintain the route books and logs on a daily basis.
- Enter new business cards into Soft Serve. These entries will export into Infusionsoft. Tag all Infusionsoft records after export
- Maintain the lists of employees in Infusionsoft for each location visited. Combine all duplicates. Delete all employees that are no longer working.
- Check emails and respond to all email and text messages on a daily basis.
- Send Send Out Cards to referral prospects.
- Maintain enough goodie bags on hand to visit referral sources.
- Daily purchase of food and specialty items for the visits.
- Send 'Clean as a Whistle' information packets, as requested.
- Inventory all marketing supplies every Monday morning. Re-order as needed.
- Inventory all forms weekly and make copies, as needed.
- Work within the budget set by the Director of Administration.

Weekly

- Develop Tuesday morning Marketing e-mail and send at 10:05 am.

Every Two Weeks

- Attend bi-monthly marketing meeting, 9 am – 11 am Wednesday.

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POSITION DESCRIPTION
Marketing Manager

Monthly

- Coordinate monthly Postcard/Newsletter Proofing, Printing and Mailing (using mailing schedule), including Customer and Referring Organization databases. See Administrative Assistant for updated database.

As needed

- Special projects as designated by Director of Sales.
- Maintain schedule for presentations, lunches, breakfasts or other events.
- Send E-mail marketing messages as requested.
- Develop 'My Flooring Warranty' and other Dealer Warranty programs
- Update Social Media using Facebook, Twitter, etc. Enter Comment Cards, as needed.
- Maintain the CAAW Blog
- Google Ad words

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