

Marketing Generalist Job Description

I. Position Title: Marketing Generalist

II. Summary of Role:

We are actively seeking a marketing generalist to work at our office in Abilene, Texas. The ideal candidate will have an understanding of many different marketing/advertising outlets. This includes a focus on digital marketing, content writing and project management. The ideal candidate will also have a successful history of being a communications contributor, including press release and social media writing. This candidate should be highly detail oriented and have a creative solution-based focus.

III. Qualifications:

- Bachelor's degree required
- B2B technology experience preferred; oil & gas experience a plus
- Minimum of 3 years of relevant marketing experience
- Excellent interpersonal skills coupled with effective marketing skills.
- Project management to hit budget expectations and deadlines
- Knowledge of current marketing practices, graphic design concepts, and on-line marketing required.
- Self-confident, self-directed, forward thinking, detailed-oriented.
- Familiar with reporting progress of marketing initiatives. Analysis of ROI per event or program.
- Experience with marketing automation platforms such as Hubspot, Marketo or Eloqua is a plus
- Experience with salesforce.com CRM system a plus
- Working knowledge of data-driven advertising is a plus

IV. Key Responsibilities:

- Manage workflows, template creation and Salesforce contact list in marketing automation tool
- Manage website content creation for current and future pages
- Create and manage social media content
- Work with salesforce to create sales collateral, marketing materials for tradeshow, etc.
- Work with agency partners to monitor the progress of all digital advertising touchpoints
- Work closely with agency partners to guarantee brand standards at all touchpoints
- Track the performance of SEO, display ads, social media promotions and PPC campaigns through conversion

V. Daily Tasks:

- Actively manage marketing programs including email campaigns, online marketing campaigns, landing pages, nurture programs, etc.
- Communicate campaign status updates to marketing and sales in an effective and professional manner
- Project management reporting and daily communication on marketing KPIs
- Content and community management for external and internal sites.
- Develop and maintain full editorial calendar
- Curate content and write compelling copy for press releases, sales collateral, blogs and social media

VI. Benefits: WolfePak offers a casual business work environment, generous PTO, and a competitive compensation structure that includes profit sharing, paid health insurance and retirement plan. We have a positive culture designed around core values of Customer Focus, Integrity, Team Work and Innovation. WolfePak is dedicated to individual growth opportunities and we would love the opportunity to discuss with you in more detail!

WolfePak is an equal opportunity employer.