

Job Title: Marketing Director

Company: Ser Tech

Overview: Ser Tech is hiring a Marketing Director who will be responsible for the company's marketing efforts. The prospective hire will be responsible for providing guidance in corporate marketing direction by developing and implementing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning of the Ser Tech brand.

The Marketing Director is responsible for generating and executing on marketing strategies that increase visibility of the Ser Tech brand and, perhaps more importantly, its products and services. Candidate will be expected draft and develop marketing materials that effectively communicate Ser's products. Marketing efforts are expected to directly generate sales leads.

This person will also be working closely and meeting regularly with the senior management, sales and production teams to review current and proposed marketing programs.

Primary Responsibilities:

- Planning, directing, and the coordination of marketing efforts
- Thoroughly understand, communicate and promote company products and services to other financial institutions
- Oversight of the company website including creating content and implementing design changes
- Creating and designing marketing ad campaigns (email, print and digital) including creating content
- Originating ideas, drafting materials, coordinating and marketing webcasts that target financial institutions to promote company products or address industry issues
- Preparing marketing materials for conferences/trade shows including product tear sheets and brochures
- Supporting sales and lead generation efforts both through traditional and digital channels
- Building, improving and expanding the Ser Tech brand
- Overseeing social media marketing strategy and content marketing
- Maintaining and improving marketing lists and contacts
- Analyze data based on marketing results including webcasts, social media posts and email campaigns to improve strategy and allocate resources as needed

Marketing Director Requirements:

- Bachelor's degree in business, marketing, communications, or related field. Graduate degree is a plus.
- Proven experience in running a marketing team and implementing marketing campaigns (email, print and digital)
- Proven experience in social media marketing and content marketing
- Strong graphic design and copywriting skills.
- Effective time management skills and the ability to multitask
- Excellent interpersonal, written and oral communication skills

Skill Sets:

- Competency in Microsoft applications including Word, Excel, Powerpoint and Outlook
- Competency in Adobe applications including Photoshop, Illustrator and Acrobat. Experience with Premiere and After Effects would be a plus.
- Experience with website design/content and HTML. Experience with Javascript, jQuery, and Umbraco would be a plus.
- Experience marketing and posting with Facebook, Twitter and LinkedIn. Experience marketing and posting with YouTube, Vimeo, and Instagram would be a plus.
- Experience with Google Analytics.
- Experience with creating targeted conversion ads on social media sites a plus.

For more information, send your resume to shana.richarson@sertech.com.