



JOB DESCRIPTION

Position Title:	Assistant Marketing Manager/Digital Lead
Company:	WBD, Inc.
Division/Department:	Marketing
Location:	Madison Office
Reports To:	VP of Strategic Communications
Employees Supervised:	None
Interrelationships:	External: prospects, customers, vendors Internal: staff
FLSA Classification:	Hourly, non-exempt
Employee Classification:	Regular, full-time
Job Classification:	5

Position Summary:

Under general supervision, assist in developing and implementing marketing and communications plans aimed to support the sales team and increase general knowledge and understanding of WBD and the products it offers to help small businesses. Additionally, this position will also play a key role in helping WBD become more active in social media. Work closely with WBD Loan Officers and other internal personnel.

Position Duties / Essential Job Functions:

1. Assisting with the production of marketing materials and literature
2. Coordinating the production and distribution of a wide range of marketing communications
3. Writing articles and promotional material for the company
4. Providing support for marketing events and exhibitions as required
5. Updating and keeping website fresh
6. Updating and maintaining the marketing department's documentation and databases
7. Managing events, booking venues and ordering marketing materials per organizational guidelines.
8. Overseeing the social media strategy for the company ensuring it aligns with the company's brand
9. Keeping up to date with advances in social media technology and the latest social media platforms
10. Building reporting frameworks to evaluate return on investment on the various platforms
11. Working with the marketing team to look at ways social media can work within wider campaigns
12. Developing a content calendar across all platforms ensuring a constant supply of relevant content

13. Educating the wider marketing team to explain the importance of social media and how it can impact their campaigns

14. Performing other related duties as assigned.

Qualifications:

1. Bachelor's degree in marketing is preferred. Equivalent experience may be considered in lieu of degree.
2. 3-5 years relevant work experience preferred. Strong understanding of marketing principles required.

Professional Attributes Required:

This person must have effective interaction and collaborative skills and demonstrate a positive, welcoming and professional manner in person and on the telephone. Must be able to maintain self-control under stressful situations and deadlines without exhibiting negative behaviors. Must have good time management skills (handle multiple priorities simultaneously). Additional specific attributes include:

- A positive, can-do attitude paired with the intellectual curiosity to figure out how to get things done
- Strong copywriting skills and the ability to communicate complex ideas
- Computer proficient with Microsoft Word, Excel, PowerPoint and Adobe Acrobat
- Some experience with InDesign, Adobe Photoshop and video editing software a plus
- Experience with icontact and/or other email marketing systems
- Familiarity with Facebook, LinkedIn and Google AdWords
- Excellent understanding of digital marketing, search engine optimization and how social media impacts this

Essential Physical / Mental Requirements:

1. Work is normally performed in a typical interior/office work environment.
2. No or very limited physical effort required.
3. No or very limited exposure to physical risk.

Please forward Resume and Cover Letter to:

hr@wbd.org