

SIMCONA

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Director of Marketing

Position Charter: Director of Marketing

Reports To: Executive Vice President

Job Summary: The Director of Marketing oversees the Simcona Marketing department, while collaborating with our Customer Service team to drive Marketing programs to achieve optimal ROI.

Responsibilities & Duties:

- Establish & follow annual marketing budgets and programs
- Build brand awareness through marketing programs utilizing Social Media, SEO & SEM
- Coordinate and Direct marketing programs
- Identify Simcona's target markets, and how to market programs to those customers to achieve results
- Responsible for enhancing & optimizing current website & ecommerce platform to result in sales growth
- Establish and oversee telemarketing program to drive sales organically
- Work closely with Customer Care Specialist team to drive sales & ROI on marketing programs
- Collaborate with Simcona Suppliers on marketing programs to drive sales
- Oversee marketing department and ensure all tasks/objectives are being met & on budget

Qualifications & Skills:

- Experience running a marketing department
- Attention to detail
- Ability to multitask and possess practical time management skills
- History with digital marketing platforms preferred
- Professional work ethic
- Experience optimizing websites, ecommerce and utilizing SEO/SEM preferred
- Experience with Adobe Creative Suite preferred but not mandatory