

Seeking Marketing Manager

An ideal role for an individual with experience across marketing, public relations and communications functions looking to own marketing strategy for a small business in a thriving industry.

NCTI is a highly-collaborative, fast-paced organization recognized for its expertise to produce and deliver quality content and innovative, award-winning solutions that enrich learning and strengthen teams and organizations. We are an ideal match for the ambitious, forward-thinking, open-minded, and well-rounded self-starter who seeks creativity, autonomy, and satisfaction in a dynamic and fun environment.

Our Marketing Manager oversees all aspects of the marketing function including marketing strategy design, brand promotion, and campaign execution across all digital and analog mediums. This strategic leader with their strong business acumen contributes to and supports corporate strategy and implements key initiatives.

This Manager reports to the Chief Executive Officer and is a vital member of NCTI's Leadership Team.

Key attributes for success in this role include courage, curiosity, creative problem solving, strong time management, project management, and ability to combine strategic thinking with tactical execution.

This is a full-time position and has flexibility with geographic location.

Key Responsibilities:

- Own the strategy, design, development, management and delivery of all marketing and public relations initiatives and/or deliverables in five primary areas:
 - **Strategy:** Research and evaluate marketplace and competitive trends. Design and execute, in partnership with sales and learning and development teams, go-to-market strategies for product launches and marketing campaigns that promotes appropriate "call-to-action". Ensure messaging and positioning alignment across marketing and sales events and platforms. Measure and report performance of marketing campaigns and assess ROI.
 - **Brand:** Own execution of high-quality marketing and communications assets that resonate with current and potential customers in messaging, positioning, and product promotion and represents NCTI's reputation for high quality products and customer experience.
 - **Events:** Assist in event analysis including study of attendance demographics to evaluate alignment with NCTI's strategic direction. In partnership with Executive

leadership and the Sales team deliver appropriate positioning and messaging for booth locations, collateral and digital assets. Develop strong relationships within event hosting organizations. Manage all logistics for in-person events.

- **Communications:** Primary author and/or editor for all internal and external communication pieces. Leads speakers working group. Networks with industry publications and events organizations to promote placement of NCTI contributions, speakers, and press releases. Leads production of monthly NCTI e-newsletter.
- **Digital Assets:** Manages all social media platforms. Owns NCTI's website content and experience. Collaborates with NCTI team members to produce video and other digital assets as needed.

You:

- Are aligned with:
 - NCTI's **Mission:** *To improve the lives of our students through purposeful learning experiences that positively impact the people and companies we serve.*
 - Our **Why:** *Everyone should have the opportunity to prosper.*
 - Our **Core Values:** *Passion, Professionalism, and Perseverance.*
- Advocate for effective online instruction and its value in learning.
- Think strategically and apply business insights to formulate and drive solutions that achieve excellence in brand representation.
- Enjoy and excel in environments where you tackle and solve new and increasingly-complex strategic business challenges and issues while incorporating the newest ideas, technologies, and approaches to business.
- Are an ambitious and passionate leader who is comfortable in your own skin and demonstrate a high level of emotional intelligence and self-awareness.
- A leader who is comfortable with ambiguity and can build effective solutions that scale and work for in-person and remote environments.
- Possess an outgoing and sociable personality in professional settings with a roll-up-your-sleeves attitude.
- Loves grammar. Excels in writing and/or editing across mediums including blogs, video scripts, press releases, speaker presentations, and trade article submissions.
- Comfortable communicating across social media channels in a manner consistent with NCTI's brand. Possess the ability to adapt a message based on the platform and audience.
- An excellent communicator, able to present information in a clear and concise manner (orally and in writing) to ensure others understand ideas; appropriately adapt message, style, and tone to accommodate a variety of audiences.

- Ability to productively manage vendor relationships by building relationships, reviewing and negotiating product and pricing options and ensuring on time vendor fulfillment.
- A proven thought partner and executor, with the ability to translate organizational and individual needs into specific solutions.
- Enjoy using logic to identify alternatives, evaluate, and present approaches to solve complex problems, as well as brainstorming creative methods for problem-solving.
- Possess strong change management skills and are highly adaptable to changing requirements and business demands.
- A critical thinker who stays on the forefront of competitive and marketplace trends.
- A collaborative partner and effective relationship manager with stakeholders.
- Able to work independently and as part of a team.
- Possess a working knowledge of languages in addition to English is an asset.

Qualifications:

- 5+ years of experience across marketing, public relations, and communications disciplines.
- Bachelor's degree or equivalent experience in Marketing, Communication, Business, or a related field.
- Proficient and expert level skills with Canva, WordPress, Captivate, Constant Contact, Grammarly.
- Strong time management skills.
- Demonstrated use of consultative approach in working with internal and external stakeholders.
- Proficient project management skills. Ability to balance multiple projects while informing key partners of progress and outcomes and meeting multiple deadlines.
- Strong teamwork and collaboration experience with cross-functional and cross-regional teams.
- Possesses personal ethics, performs quality work, and maintains a positive attitude.
- Able to travel approximately 10%.

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. NCTI reserves the right to add, delete, or change the responsibilities of this position at its discretion.

To apply for this position – send resume and cover letter to careers@ncti.com and include “Marketing Manager” in subject line.

To learn more about NCTI, please visit www.NCTI.com.