



Marketing Manager

September 2016

POSITION OVERVIEW

The Avoca Group is currently seeking a candidate to fill the role of Marketing Manager

The Marketing Manager role will lead Avoca's marketing program. You will work closely with team members from different areas of our business and will need to be organized in making sure our marketing and branding is consistent across all of our business. The Marketing Manager must be self-driven with a sense of urgency and have the ability to work effectively and independently in a virtual company environment. The candidate must have the confidence, experience and drive to take the lead in managing our marketing program based on our new strategies.

In addition to this, the candidate should:

- Reflect our company values and fit our company culture
- Work independently and be able to adapt to work in a virtual environment
- Have the ability to engage with executives at Avoca
- Possess the knowledge and the ability to create solutions to marketing needs with internal resources and management of external resources and partnerships
- Have excellent decision making/problem solving skills and good leadership skills
- Demonstrate teamwork and ability to establish effective working relationships
- Understand current and future business trends for a cohesive marketing message
- Have excellent written and verbal communication and presentation skills
- A minimum of 5 years experience working in marketing
- Hold a minimum of a BA/BS in a marketing discipline

This position is a full time position. Our offices are in Princeton, New Jersey and we offer competitive salaries and benefits.

The Avoca Group values hard work of the highest quality and also encourages creativity and work life balance.

To apply, please visit <http://theavocagroup.com/careers/> or contact us at careers@theavocagroup.com

Job Title:	Marketing Manager
Department/Group:	Marketing
Location:	Hybrid - Virtual / Office presence in Princeton, NJ
Position Type:	Full Time / Employee
Reports To:	VP Strategic Initiatives
Manages Others:	N
Job Description	
<p>ROLE AND RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Create and execute marketing communications plans in support of Avoca’s growth strategy and business objectives • Lead our content strategy efforts – oversee content plan and the development of content pieces that include thought leadership articles, blog posts, infographics and other media that best reach and communicate with our audience • Gather and visualize our marketing stories in a creative way • Oversee all materials to ensure consistency in branding and marketing language. This includes updating presentations, sales decks, marketing materials and more • Lead our partnerships efforts – help to facilitate partnerships and sponsors for our events and maintain those ongoing relationships • Oversee our media contacts and press outreach • Maintain/update company website and related elements, including ongoing site build-out, enhancements, and traffic-building/SEO strategies • Produce our AQC monthly newsletter, including content development, visuals and overall execution • Manage corporate identity and brand standards and related materials • Maintain library of standardized proposal response language, ensuring that responses reflect appropriate and current messaging, and sharpening language to draw out points of differentiation. Prepare customized/tailored responses as needed. • Oversee external agencies and vendors to ensure understanding of Avoca branding standards, voice and messages to ensure successful project/campaign execution • Apply learnings from program results/metrics to improve future program impact; stay abreast of industry-leading communication practices; utilize exceptional project management skills to consistently deliver projects on time and within budget <p>QUALIFICATIONS AND EDUCATION REQUIREMENTS</p> <ul style="list-style-type: none"> • The legal authority to permanently work in the U.S. • A university degree or college diploma in related field • A high level of initiative and the ability to work well in a team-oriented, collaborative environment • Strong communications and organizational skills • The ability to work effectively in a dynamic environment with changing priorities • Ability to communicate clearly and concisely, both orally and in writing • Minimum 5yrs. Experience working in marketing <p>PREFERRED SKILLS</p> <ul style="list-style-type: none"> • Data analysis using MS Excel 	

- Prior experience in CRM or similar data entry and data management is desirable, but not required
- Experience with one or more data visualization tools such as Adobe, Excel, Tableau, Canva
- Experience with managing social media using a tool like Hootsuite or TweetDeck
- Experience with B2B marketing in the health care space

ADDITIONAL NOTES

The above is a guide and may be substituted by adequate educational, career or life experience at the discretion of the hiring manager.