



## Chief Marketing Officer Responsibilities

Marketing is centralized through Woody enabling salespeople to sell and upper management to strategically plan instead of devoting time to marketing initiatives.

### STRATEGY

- Establish, execute and manage annual marketing budgets to meet core marketing objectives
- Develop a media schedule of all promotional opportunities annually
- Suggest marketing tools and software to improve close rates
- Improve overall lead generation and conversion efforts
- Provide a monthly marketing project update to key personnel

### MEASUREMENT

- Measurement and analysis of web analytics quarterly to identify trends and opportunities
- Identify tactics that offer the greatest Return On Marketing Investment
- Survey customers to gauge brand perception and best marketing practices

### CREATIVE DIRECTION

- Creative direct graphic design projects, including websites, direct mail, e-blasts, trade ads, brochures, sales presentations, videos, interior signage and banner ads
- Point of contact for individuals on the company sales force for marketing needs such as web changes, signs, presentations or advertising
- Brainstorming ideas to increase revenue

### BRAND MANAGEMENT

- Offer proactive ideas to help build sales and increase the corporate brand name in target industries
- Develop consistent branding across the company
- Oversee all communications to ensure that they are within corporate standards and satisfy messaging objectives
- Create messaging concepts for new products or services
- Perpetually seek out new marketing opportunities
- Speak at sales meetings to reveal messaging objectives to the sales force
- Develop customer surveys to measure brand perception efforts

### PUBLIC RELATIONS MANAGEMENT

- Manage all press releases, case studies and printed articles
- Pitch editorial stories to industry magazines and online media
- Plan, organize and execute open houses and other events
- Uncover Public Relations opportunities

### MEDIA MANAGEMENT

- Traditional agencies charge 15% of total gross ad cost for placement of ads and other media. With MarketingGhost, ads are net billed directly to clients.
- Handle media contracts and ensure that all marketing deadlines are met
- All media inquiries, media salespeople (print and online) are directed to Woody
- Monitor print and online ads to ensure they run when scheduled and are accurate
- Negotiate with all media reps for ad space and publicity opportunities

### PRINT MANAGEMENT

- Work with vendors to produce printed material
- Critique existing marketing collateral for improved Return on Investment
- Creative direction for print projects

### WEB MANAGEMENT

- Develop and manage production of a more effective corporate web presence
- Propose ways to increase web traffic and conversions to the corporate website through paid and random search tactics
- Oversee web maintenance of the corporate website
- Populate online directories such as Global Spec and ThomasNet and keep them current
- Measure advertising promotion efforts through Google Analytics on a quarterly basis to understand which advertising tactics are most effective, pages and products viewed, most frequent key phrases used and traffic pattern trends
- Creation of strategies like Apps and Intranets to boost efficiency and productivity
- Manage social media portals such as LinkedIn, Google+, YouTube, Instagram sites and Facebook pages

### TRADE SHOW MANAGEMENT

- Help manage trade show themes, work with trade show companies to develop booth
- Create pre and post-show marketing
- Offer ideas to boost overall trade show effectiveness
- Manage trade show sponsorship opportunities
- Help create apps or other tools to better engage prospects at trade shows