



Marketing Manager – Midstream & Logistics/ Ergon Construction Group

The Marketing Manager creates and implements marketing strategy for the Midstream & Logistics/ Ergon Construction Group companies. Working both as an individual contributor and collaboratively with a team, this role is responsible for the implementation and execution of inbound and outbound marketing programs across a variety of channels, including trade media, email, SEO, social media, and web content management systems.

Reports to:

Vice President of Marketing Communications

Position Qualifications:

- Possesses knowledge and experience in the tenets of traditional marketing. A degree in marketing (or related field, with relevant experience) is required.
- Demonstrates creativity and documented immersion in digital/ social media.
- Experience in sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to the analytical side and demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills, especially regarding creating strategic proposals.
- Practices superior time management.
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.

Responsibilities include the following:

- Manages Ergon division marketing through onboarding, product/ service education and travel to events and project sites.
- Coordinates asset development with division teams through project meetings, industry events and travel to secure needed assets on project sites.
- Administer the creation and publishing of relevant, original, high-quality content which includes creating regular publishing schedules.

- Implement editorial calendars to manage content and plan specific, timely marketing campaigns.
- Identifies, develops, and executes digital marketing campaigns and programs. Monitor campaigns to ensure projects are staying aligned to budget and targets.
- Creates roadmaps and plans strategic initiatives and optimization efforts to hit identified goals and targets.
- Interfaces with division leaders and the communications team to deliver results through integrated marketing communications.
- Monitors trends in social media tools, applications, channels, design, and strategy.
- Analyzes campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, search engine optimization and social advertising campaigns.
- Promotes content through social advertising. Manages social media marketing campaigns and day-to-day activities.

To apply for this position, visit the job profile on LinkedIn at <https://www.linkedin.com/jobs/view/3139054955/>