

**UKB Corporate Board**

115 East Delaware

Tahlequah, OK 74464

**Job Title:** Marketing Manager

**Department:** UKB Corporate Administration

**Reports to:** Executive Director

**FLSA Status:** Exempt

**Job Summary:** We are looking for a competent Marketing Manager to oversee the organization’s marketing ventures. This primarily involves developing and implementing strategies to strengthen the company’s market presence and help it find a “voice” that will make a difference.

The ideal candidate will be an experienced professional with a passion for the job, able to employ unique marketing techniques. He/She will be a skilled marketing strategist and able to drive creativity and enthusiasm in others.

The goal is to increase the company’s market share and maximize revenues to thrive against competitors.

**Essential Duties and Responsibilities:**

* Design and implement comprehensive marketing strategies to create awareness of the company’s business activities
* Supervise the department and provide guidance and feedback to other marketing professionals
* Produce ideas for promotional events or activities and organize them efficiently
* Plan and execute campaigns for corporate promotion, launching of new product lines etc.
* Monitor progress and submit performance reports
* Responsible for producing valuable content for the company’s online presence, editorial design and organizing the company’s publications
* Conduct general market research to keep abreast of trends and competitor’s marketing movements
* Control budgets and allocate resources amongst projects
* Become the organization’s agent towards external parties such as media, stakeholders and potential clients and build strategic partnerships
* Manage Sequoyah Signs including sales and sign design
* Processes required documents through Payroll and ensures accurate payment and reporting of wages
* Performs routine tasks required to administer and execute human resource programs including but not limited to compensation, benefits, and leave; disciplinary matters;

## Physical Requirements:

* Prolonged periods of sitting at a desk and working on a computer.
* Must be able to lift 50 pounds at times.
* Must be able to access and navigate each department at the organization’s facilities.

**Supervisory Requirements:** None

**Education and/or Experience:**

* Proven experience as Marketing Manager
* Excellent leadership and organizing skills
* Analytical and creative thinking
* Exquisite communication and interpersonal skills
* Up to speed with current and online marketing techniques and best practices
* Thorough knowledge of web analytics (e.g. Google Analytics, Web Trends etc.) and Google Adwords
* Customer-oriented approach with aptitude
* BSc/BA in Business Administration, Marketing and Communications or relevant field