

Retrieve's Director of Marketing will be responsible for conceptualizing, creating, and managing marketing strategies that grow the brand's reputation, improve customer experience, and drive growth. The candidate should excel at thinking creatively and strategically, have a strong understanding of marketing principles, and be comfortable with interpreting research data and analytics for use in shaping marketing campaigns. The position reports to Retrieve's founder, President and CEO.

Responsibilities:

- **Create, recommend and implement marketing programs and campaigns for products and services of the organization.**
- **Manage and analyze results of all marketing programs and recommend changes to approach based on performance.**
- **Collaborate with product manager, sales and executive leadership to implement new and modified programs and initiatives**
- **Analyze website traffic, social statistics, and other digital properties to optimize channels for engagement.**
- **Proactively produce new ideas and opportunities based on innovations in the marketplace (i.e. editorial, video, social, and experiential).**

Stay up-to-date on industry trends, upcoming events (conferences), viral releases, and any other related content in order to create the most relevant and engaging content possible.

- **Lead creative development (brainstorms) and create motivating content to get targeted audiences to "take-action."**

Social campaigns, ad campaigns, video series, downloadable content, email campaigns, paid campaigns, etc.

- **Manage and lead the creation and implementation of sales assets (i.e. company deck, one-sheets, presentation graphics, Powered by Retrieve, etc.**

Overall Responsibilities:

1. Website Design/Build/Maintenance
2. Creation of Sales Assets
3. Social Campaigns
4. Email Marketing Campaigns
5. Brand Creation/Awareness
6. SEO Optimization & Blog Creation
7. Script Creation/Approval
8. Inbound Strategy



Retrieve Technologies, Inc.
50 Commercial St., Suite 35S
Manchester, NH 03101
Telephone: 603.413.0022

Benefits

- Competitive salary
- Company sponsored Medical, Dental, Life, STD and LTD Insurance
- 401(k) Plan
- Relaxed and casual business environment
- Paid time off
- Paid Holidays

About Retrieve

Retrieve provides a revolutionary way to learn and distribute information. Retrieve uses open-source technologies to empower customers to master concepts, improve productivity, and share knowledge on a wide array of applications and skill sets.

We give our customers the ability to structure, capture, and deliver information to individuals across an entire organization, thus retaining a company's investment in knowledge.

This is a very exciting time for us. Our recent efforts have been to move our user's training consumption from their web browser to their mobile devices. We see a bright future in being available to everyone, anywhere, at any time.

How to Apply

- Send your updated resume with current contact info to hr@retrieve.com.
- Local / full-time candidates only.
- Individuals only.
- Do not contact us with unsolicited services or offers.

“Retrieve is proud to be an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, veteran status and any other legally protected status.”