



Position: Marketing Manager

Are you creative? Do you have experience with B2B marketing? Are you proficient in marketing automation tools, such as HubSpot? Do you have experience driving attention and generating leads across multiple channels, including email, social media, and the web? Do you have extensive knowledge of search engine optimization (SEO)? Do you want to join a fast-paced company?

The Marketing Manager will be responsible for developing, executing, and tracking marketing programs, creating fresh marketing content (ebooks, slicksheets, etc.), managing the company brand and PR, planning and managing events/conferences, and updating/managing the company website. The position will report to the VP of Sales and Marketing.

The right candidate should be organized, analytical, creative, a self-starter, and hard worker who enjoys building new things and operates well with others; someone who will challenge the status quo to attract future customers while expanding the 3CLogic image.

Responsibilities:

- Manage and update the company website via Hubspot with a focus on SEO and market positioning.
- Provide quarterly competitive analysis of other vendors.
- Own the company's event strategy and planning while helping to promote company events, news, tradeshow, webinars, blogs, and all other 3CLogic marketing initiatives.
- Expand social presence (primarily LinkedIn) and increase followers to help grow brand and generate interest.
- Implement and maintain a marketing automation strategy and Hubspot platform to generate leads.
- Create new marketing materials (ebooks, sales sheets, information sheets, videos, etc.) on a consistent basis. Keep it fresh!
- Work closely with sales team to align objectives and work towards generating more qualified leads with an emphasis on quality over quantity.
- Work closely with the company PR team and assist as needed.

Required Skills:

- 2-4 years of Marketing experience and lead generation.
- Proficiency in HubSpot's marketing automation and website platform.
- Willingness to work closely with sales team.
- Extensive experience working with a wide-array of marketing outlets, including social media and email.

- Knowledge of B2B and enterprise marketing.
- Creativity and ability to think “outside the box”.
- Ability to analyze success and ROI of all marketing campaigns.
- Knowledge of Search Engine Optimization (SEO).
- Excellent communication and written skills.
- A willingness to learn.

Our philosophy is to hire and retain employees dedicated to expanding the 3CLogic brand and attracting new customers using creative and innovative ideas and marketing outlets.

Location: Rockville Maryland

3CLogic, Inc. is an Equal Opportunity/Affirmative Action Employer committed to excellence through diversity. Employment offers are made on the basis of qualifications and without regard to race, sex, religion, national or ethnic origin, disability, age, veteran status, or sexual orientation.