

# Marketing Manager

Transsystems is looking for an experienced Marketing Manager. The Marketing Manager will be responsible for overseeing the Company's internal and external marketing for brand awareness, inbound marketing focused on recruiting, and employee engagement plans for retention.

The individual will play a key role in creating marketing plans for each of Transsystems divisions that support the seasonality of Transsystems operations.

The Marketing Manager has no direct reports in this position but works directly with department and division-level managers and reports to the Vice President of Administration.

<b>Start Date:</b>	As soon as possible
<b>Hours Per Week:</b>	40+
<b>Starting Salary:</b>	\$55,000
<b>Travel:</b>	Seasonal
<b>Location:</b>	Great Falls, MT
<b>Benefits:</b>	Medical, dental, 401k match, long-term disability, life insurance

## Duties

- Company Marketing Plan including content marketing and brand awareness
  - Inbound marketing focused on employee recruitment that generates quality driver and student driver applicant activity
  - Marketing for current employee engagement
  - Flexible approach to new and existing marketing methods
- Digital Marketing
  - Online advertising platforms
  - Improving Transsystems' marketing via SEO
  - Social Media platforms
  - Retargeting
  - Landing pages
  - Website administration and design (inhouse programmed)
- Basic graphic design
- Basic video production and editing
- Maintaining a media and asset library of marketing materials
- Working within budget
- Assists with advertising plans. These plans take into consideration seasonal operations and the difficulties of finding new employees in each area.
- Some purchase of advertising
- Understands traditional and digital marketing and where they are most effective.
- Assists in building company tracking tools for cost and effectiveness of marketing and advertising.
- Provides and maintains information in an organized manner that is accessible to all levels of management.

## Education and Experience Requirements

- 3 years or more of marketing experience
- Experience with and knowledge of Digital Marketing platforms
- Experience with and knowledge of traditional Marketing platforms
- Experience with employee marketing
- Demonstrated ability in basic graphic design
- Demonstrated ability in basic videography
- Demonstrated ability to work with a diverse group of people in various operating locations
- Demonstrated ability to produce high-quality work with minimal oversight
- The ideal candidate will be a self-starter with a strong capacity to prioritize and complete varied tasks in a timely manner
- Demonstrated ability to communicate effectively and professionally in writing or verbally
- The ideal candidate will be innovative, a good listener, and have problem-solving skills.

**If interested, please submit resume to [kari.franks@transystemsllc.com](mailto:kari.franks@transystemsllc.com).**