



**Title:** Marketing Manager

**Job Description:**

The Marketing Manager is responsible for developing the marketing strategy for the company in line with company objectives. Co-ordinating marketing campaigns with sales activities and planning and implementing promotional campaigns.

**Responsibilities:**

- Serve as main point of contact for all company marketing initiatives.
- Oversee the company's marketing budget.
- Coordinate marketing campaigns with sales activities.
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes.
- Manage and improve lead generation campaigns, measuring results.
- Monitor and report on effectiveness of marketing communications.
- Assist in the creation of all company marketing materials to assure accurate, informative and unified branding. This includes electronic and printed materials including: sales collateral, special event invitations, correspondence with clients and vendors.
- Be responsible for timely, accurate updates on XB website via WordPress platform.
- Responsible for managing and updating XB's Hubspot account.
- Working closely with design agencies and assisting with new product launches.
- Analyze potential strategic partner relationships for company marketing.
- Partner with creative teams and other external agencies and vendors.

**Qualifications:**

- Bachelor Degree Preferred.
- 3-5 years of experience of professional marketing experience.
- Experience building marketing programs and reporting on the results.
- Exposure to digital and direct marketing.
- Strong analytical and project management skills.
- Ability to operate in fast-paced, rapidly changing environment
- Strong communication and writing skills.
- Experience working with Hubspot and salesforce is preferred.