

Position: **Marketing Manager**

Start Date: ASAP

Employment Type: Full-Time

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## **POSITION SUMMARY**

Skyline Social and Games is looking for a Marketing Manager to help grow our business. The ideal candidate will be innovative and entrepreneurial. The primary duty of this role is to manage the marketing team to ensure campaigns are executed correctly and goals are successfully reached. This hard-working, strategic, and detailed-oriented individual will play a key role in taking Skyline Social and Games marketing to the next level.

Skyline Social and Games is an established leader in the rapidly growing entertainment industry in the Duluth area. After undergoing multi-million-dollar renovations and expansions in the past few years, we have our sights set on developing and providing best-in-class experiences, as we prepare to take our concept to other markets.

## **RESPONSIBILITIES**

### **Implement marketing & campaign plans**

- Drive revenue with sales (via marketing)
- Generate leads for leagues and event bookings
- Streamline, manage, and execute multiple marketing campaigns
- Generate ideas for content creation

### **Create advertising & sponsorships**

- Outline digital advertising tactics and manage budget per campaign
- Create and schedule traditional advertisements (radio, television, newspaper, etc.)
- Create digital advertisements (SEM, display ads, geo-targeting, social media, etc.)
- Review pitches and attend advertising opportunity meetings
- Write and schedule creative social media ads based on campaign goals
- Optimize advertisements with budgets to reach goals

### **Schedule production shoots**

- Set up photography and video shoots with Skyline and production teams
- Outline requirements and shot lists with details
- Communicate the plan to teams

### **Manage marketing materials & all assets**

- Outline updates to marketing and promotional, marketing materials
- Work closely with the graphic design & production teams to ensure branding is consistent on all updated or new marketing material
- Maintain all digital assets, including managing, labeling, and organizing marketing material, videos, and photography

### **Optimize content marketing & publishing**

- Understand and evaluate marketing KPIs (key performance indicators)
- Set up tracking systems for marketing campaigns and online activities
- Create actionable reports to measure campaign success
- Generate ideas for content creation based on data
- Optimize campaign performance and update for future campaigns
- Streamline our process and coordinate projects with organized ideas for next season/marketing campaign

### **Coordinate Public Relations Outreach**

- Establish media relations
- Proactively schedule press interviews
- Provide interviewees with talking points and focal details

## QUALIFICATIONS & REQUIREMENTS

- Leadership and management skills for team accountability
- Excellent organizational habits
- Creative writing and communication skills
- Detail-oriented and proactive
- Demonstrated ability to work independently on multiple projects and work collaboratively within a team
- Ability to multitask and prioritize projects based on deadlines
- Take pride in work
- 3+ years of marketing experience preferred

## COMPENSATION

- Salaried position (\$52,000-\$60,000)
- Medical plan
- Retirement savings plan with employer match
- Paid time off, paid maternity leave, and paid holiday to spend time with friends and family
  - Including Easter, Thanksgiving, Christmas Eve, Christmas Day, Memorial Day, Independence Day, and Labor Day
- Free and discounted entertainment
- Meal compensation plan

## PHYSICAL REQUIREMENTS

- Must be able to sit for 6-8 hours at a time
- Must be able to read, write, and type
- Must be able to stand, talk, hear, reach, stoop, and kneel

## APPLICATION PROCESS

Please include the following to the email address attached below:

- Cover letter
- Resume
- Three professional references

## JOB DETAILS

Application deadline: ASAP

Shifts: flexible schedule, mostly weekdays with some weeknights or weekends for special events

## ABOUT SKYLINE SOCIAL & GAMES

Summer season: [https://www.youtube.com/watch?v=4srYCUgj8\\_g](https://www.youtube.com/watch?v=4srYCUgj8_g)

Winter season: [https://www.youtube.com/watch?v=tYojZX\\_4ksM](https://www.youtube.com/watch?v=tYojZX_4ksM)

## CONTACT INFORMATION

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