**Marketing Manager: Location:** Placer County and Sacramento County, United States of America

**Department:** Marketing  
**Reports To:** Director of Marketing / Chief Marketing Officer

### **Position Summary:**

Guardian is seeking a dynamic and results-driven **Marketing Manager** to join our growing marketing team. In this role, you will be responsible for developing, implementing, and managing marketing strategies that drive brand awareness, customer acquisition, and revenue growth. You’ll create and execute innovative marketing campaigns, oversee digital and traditional marketing efforts, and analyze performance to optimize future initiatives. This is a great opportunity for an experienced marketer to take ownership of key projects and contribute to the overall success of the company.

### **Key Responsibilities:**

* **Marketing Strategy & Planning:**
  + Develop and execute comprehensive marketing strategies that align with company objectives and drive growth.
  + Collaborate with senior leadership to define target markets, key messaging, and customer personas.
  + Plan and oversee the execution of marketing campaigns across various channels, including digital, print, social media, email, events, and more.
* **Brand Management:**
  + Ensure consistent brand messaging across all marketing touchpoints and materials.
  + Collaborate with the creative team to develop brand assets, including visuals, copy, and design, ensuring alignment with brand guidelines.
  + Monitor brand positioning and competitive landscape to adjust strategies and stay ahead of market trends.
* **Campaign Management & Execution:**
  + Lead the execution of integrated marketing campaigns, from conceptualization to implementation and post-campaign analysis.
  + Manage multi-channel campaigns, including email marketing, social media, paid ads, content marketing, and influencer partnerships.
  + Oversee the development of promotional materials and coordinate with internal teams and external vendors to execute campaigns.
* **Digital Marketing & Analytics:**
  + Drive digital marketing efforts including SEO, SEM, email marketing, social media advertising, and paid media campaigns.
  + Use analytics tools (e.g., Google Analytics, social media insights, CRM platforms) to track, measure, and optimize campaign performance.
  + Analyze customer data and behavior to inform marketing strategies and improve ROI.
  + Prepare regular reports to share campaign results, KPIs, and actionable insights with stakeholders.
* **Budget Management & ROI Optimization:**
  + Manage and allocate the marketing budget effectively across various initiatives and channels.
  + Monitor campaign costs, identify cost-saving opportunities, and ensure marketing spend is aligned with business objectives.
  + Measure and report on the effectiveness of marketing investments and adjust strategies for better returns.
* **Team Collaboration & Leadership:**
  + Work closely with the CEO to ensure marketing efforts align with corporate goals.
  + Mentor junior marketing team members, providing guidance, feedback, and support for their professional growth.
  + Manage external agencies, contractors, or freelancers when needed for specific marketing projects.
* **Customer Engagement & Retention:**
  + Identify opportunities for customer engagement, retention, and loyalty programs.
  + Collaborate with the customer success team to create campaigns that improve customer lifetime value and drive repeat business.
  + Continuously monitor customer feedback and market trends to inform marketing strategies and campaigns.

### **Qualifications:**

* **Education:**
  + Bachelor’s degree in Marketing, Business Administration, Communications, or a related field. Master’s degree or certifications in digital marketing is a plus.
* **Experience:**
  + 3-5 years of experience in marketing, with at least 2 years in a managerial or leadership role.
  + Experience across multiple marketing channels, including digital, traditional, social media, and content marketing.
  + Proven track record of executing successful marketing campaigns and driving measurable business results.
* **Skills & Abilities:**
  + Strong strategic thinking and creative problem-solving abilities.
  + Expertise in digital marketing tools and platforms, including SEO, SEM, email marketing software, social media advertising, and analytics tools.
  + Excellent communication skills, both written and verbal, with an ability to present ideas clearly to senior leadership and stakeholders.
  + Strong project management skills with the ability to manage multiple projects simultaneously and meet deadlines.
  + High attention to detail, strong organizational skills, and a data-driven mindset.
* **Other Requirements:**
  + Ability to work in a fast-paced, collaborative, and dynamic environment.
  + Self-starter with a strong sense of ownership and accountability.
  + Ability to adapt to new tools, technologies, and industry trends.

### **What We Offer:**

* Opportunities for professional development and career advancement.
* Collaborative and innovative work environment.
* Flexible work schedule and remote work options.

**How to Apply:**Please submit your resume, a cover letter detailing your relevant experience, and any portfolio samples (if applicable) to management@guardianlimitedgroup.com.