

IDville Marketing Manager

ABOUT US:

Baudville, Inc, *The Place for Daily Recognition*, is a leading business-to-business, multi-brand product innovator, catalog marketer, and Internet retailer based in Grand Rapids, Michigan. The company is known for its creative marketing and contemporary product designs throughout the business, education, government, and healthcare markets.

Baudville, Inc. is made up of two brands, Baudville and IDville. Baudville is an industry leader in providing day-to-day recognition solutions and awards for schools and the workplace. IDville specializes in photo identification systems and accessories that promote the safety of employees, students, and staff.

At the heart of Baudville, Inc. is a team of creative, enthusiastic individuals who work together to serve the customer, set marketing trends, and pioneer the "next big thing." Join our team and discover why they call us the office of positive mojo!

ABOUT THE OPPORTUNITY:

IDville is seeking a Marketing Manager who is proactive, tech savvy and an assertive team player with the ability to successfully juggle a variety of assignments within a fast-paced environment, while continually bringing fresh ideation and creative leadership to the IDville brand. The chosen candidate will need to either have, or quickly develop a sound overall understanding of the Photo ID and Digital Security industry, as well as Direct Mail Marketing and E-commerce. Responsibilities to include the following: Promotional campaign planning, tradeshow planning, total web content management, E-commerce, PPC and SEO strategy, as well as test and target strategies for new customer acquisition and lead generation via the web and direct mail.

JOB DUTIES:

- Lead all marketing, promotional, lead gen, and customer interface activity across multiple channels including catalog, web, email, blog, social network, and tradeshows.
- Generate and manage the annual marketing budget for the IDville brand.
- Help create the overall lead generation ("Lead Gen") strategy for the IDville brand, as well as for delivering on monthly "lead gen" projections set by IDville's GM in year 1 and beyond. Maintain and optimize existing Google, Bing and Yahoo campaigns in addition to creative campaigns to grow the brand's reach, customer base and following. Must be comfortable with:
 - Keyword research to improve campaign performance
 - Defining and prioritizing SEM strategies
 - Monitoring and tracking performance metrics
 - Analyzing campaign trends
 - Creating and maintaining performance reports
 - Creating ad + description copywriting
 - Experience with affiliate marketing - helpful!
- Collaborate with a wide variety of functional areas such as IDville Management, design/development and operations to develop and provide effective lead gen programs, focused on IDville's vertical market opportunities.
- Develop the appropriate media mix for acquisition and retention efforts in the business marketplace, utilizing intelligence gathered while exhibiting/attending tradeshows, as well as conducting web-based customer interaction (webisodes, podcasts, etc...) together with our CRM team recommendations.
- Collaborate and have ongoing communication with IDville Product Group to collect and analyze financial, marketing, and sales information for expansion of IDville's product line.
- Handle or schedule the transportation of all IDville tradeshow assets from tradeshow to tradeshow. Represent IDville at tradeshows which requires approximately 10% traveling.
- Creating and maintain an active presence on social media platforms, planning and executing webinars, pod-casts, webisodes, and product videos.

QUALIFICATIONS:

- Four year degree in Business, Marketing or other related field.
- 4-6 years of proven experience in Multi Channel Marketing preferred.
- Multi-product and program sales experience desirable.

- 2-4 Years in supervisory roll preferred.
- Analytical acumen and overall understanding of Google Analytics highly desirable.
- Understanding of E-commerce, Direct Marketing, social networking, tradeshow customer communication, lead generation and nurturing, as well as successful conversion strategies necessary.
- Strong communication and interpersonal skills.
- Advanced Excel spreadsheet and Intermediate Microsoft Word skills.
- Ability to prioritize and provide consistent attention to detail. Must be able to work in a deadline oriented environment.
- Self motivated with strong written and verbal presentation skills.
- Must possess a strong work ethic and be eager to learn the fundamentals of the direct marketing, multi-channel business within the Photo Identification and Digital Security Industry

At Baudville Inc, also known as *The Office of Positive Mojo*, we offer a challenging but rewarding work environment where employees respect and recognize each other. We are an equal opportunity employer dedicated to workforce diversity and a drug- and smoke-free workplace. Drug screening and background check are required.