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Marketing Director Job Description

xCraft is the fastest growing drone manufacturer in the Northwest. Our mission is to develop powerful flying machines that change the world. A Marketing Director must be a rockstar employee that is responsible for developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning trade shows.

Primary Tasks:

- Development and implementation of the Brand strategy
- Developing the marketing strategy for new and existing products
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, trade shows and PR
- Working closely with the company's Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
- Develop and ensure that marketing objectives are implemented by the company
- Work closely with product management team to define marketing materials and programs
- Manage social media presence and direct programs to improve social media reputation and recognition
- Developing and delivering marketing and communications strategies for the organization
- Undertake continuous analysis of competitive environment and consumer trends

Must possess the following skills:

- Attention to Detail
- Direct Marketing
- Market Segmentation
- Marketing Research and Reporting
- Understanding the Customer
- Process Improvement
- Initiative
- Planning
- Financial Skills

Must be competent using the following software:

- Microsoft Office
- Google Drive
- Google Docs/Sheets/Forms
- Slack – For team communication/instant messaging
- Wunderlist – for task lists/sharing/tracking
- Asana – for setting and tracking schedules and remote team coordination

Common Tasks:

All xCrafters take part in common tasks. We are all expected to keep our work area and common areas clean and functional. If you notice something needs to be done, do it! ☺

- Office cleanup – sweeping, dusting, general organizing, taking out trash, vacuuming, etc.
- Kitchen patrol – washing dishes, making coffee, refrigerator cleaning, counter cleanup, etc.
- Answering phones
- Shipping/Receiving – packing, creating shipping labels, taking packages to post office, etc.
- General labor as needed
- Performs other duties as assigned.

Acceptable Experience and Training:

- Bachelor's degree in marketing or advertizing or a related field.
- Two (2) years' experience in a related field is required; or
- An equivalent combination of education and experience that provides the required skills, knowledge and abilities to successfully perform the essential functions of the position may be considered.