



**Job Title:** Marketing Manager

**Location:** Remote

Conference Rental is seeking a dynamic Marketing Manager to join our team. As a leading provider of conferencing solutions, we are committed to delivering exceptional service and innovative solutions to our clients worldwide. This remote position offers the opportunity to make a significant impact in a fast-paced environment.

Responsibilities:

1. **Website Maintenance:** Manage and update the company website to ensure it reflects current offerings, promotions, and relevant content.
2. **Client Outreach:** Develop and execute email marketing campaigns to engage existing clients and generate leads.
3. **Project Acquisition:** Identify and pursue opportunities by actively searching for projects to bid on, collaborating with sales team members as needed.
4. **SEO Enhancement:** Continuously improve search engine optimization strategies to increase website visibility and drive organic traffic.
5. **Online Marketing Campaigns:** Plan and execute online marketing campaigns across various channels to promote our services and enhance brand awareness.
6. **Tradeshaw Planning:** Coordinate all aspects of participation in industry tradeshaws, including booth logistics, staffing, and promotional activities.
7. **Marketing Materials:** Create compelling marketing materials, including brochures, flyers, and presentations, to support tradeshaws and other promotional events.
8. **Performance Analysis:** Monitor and analyze the effectiveness of marketing initiatives, using data to inform future strategies and tactics.

Qualifications:

- Bachelor's degree in Marketing, Communications, or related field.
- Proven experience in marketing management, preferably in the events or technology industry.
- Strong understanding of digital marketing strategies, including email marketing, SEO, and online advertising.
- Excellent communication skills, both written and verbal, with the ability to craft compelling marketing messages.
- Detail-oriented with the ability to manage multiple projects simultaneously and meet deadlines.
- Proficiency in web content management systems (e.g., WordPress), email marketing platforms (e.g., Mailchimp), and analytics tools (e.g., Google Analytics).
- Experience with graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Flexibility to travel occasionally for tradeshaws and conferences.

Join our team and contribute to our mission of providing superior conference solutions to clients around the globe. Apply now to be part of our exciting journey!