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## **Director of Marketing**

**Location:** Libertyville, IL

**Hours:** 8:30 – 5:30 and as needed

**Status:** Full-time salaried position

**Compensation:** Base Salary plus incentives

**Location:** Libertyville, IL 60048

**Company Overview:** NavePoint.com is a fast-growing brand of computer network equipment and accessories. We manufacture and sell high-quality products at reasonable prices to customers big and small thru direct sales and e-commerce channels.

**Job Summary:** Under the direction of the President, we are looking for an experienced Director of Marketing to join our growing ecommerce company as we develop and expand our marketing team and initiatives. We will soon be launching a new website and will be significantly accelerating a range of new digital advertising and marketing initiatives for aggressive growth to include Paid, PPC, Referral, SEM/SEO, CRO and other marketing programs. This position will also work closely with other internal team members as well as external agencies and subject matter experts. The right person for this role is a highly motivated self-starter with a keen strategic vision who is comfortable working in both a development and execution capacity. They must be able to take ownership of assigned projects and be motivated to reach and exceed company set goals. The ideal candidate would have a mix of demonstrated experience in marketing strategy, content development, campaign development and execution, customer insight development, and brand management. This is a fantastic opportunity for a professional who enjoys a challenge.

### **Responsibilities:**

- Develop marketing strategies and execute across all marketing channels to position the company for new business pursuits, increased sales exposure, and brand awareness
- Build, manage and lead a marketing team with a focus on demand generation and improving digital engagement to drive leads into the sales pipeline. Ensure performance and proper protocols are being followed
- Develop a full range of communication vehicles including marketing collateral, social media, blog posts, whitepapers, articles, monthly blasts, events, industry rankings, video, surveys, and traditional e-mail and calls
- Assess remaining sales potential and opportunities within existing marketplaces and potential new channels
- Define KPIs and set goals for success against all of those measures



- Oversee the advertising and marketing budget for all marketing-related activities
- Plan and execute an exhibit at a trade show and/or convention for target customers
- Perform cost-benefit and needs analysis of current/potential customers to meet their needs
- Provide feedback to management, sales department, and new product development team as to customer feedback about potential new product ideas
- Performs other related duties as assigned

#### **Requirements:**

- Expert level experience with various paid search advertising platforms, tools and techniques. This includes deep knowledge of the latest features and tactics to optimize Amazon Advertising, Google Ads, Microsoft Ads (and others) and use of third-party tools and machine learning strategies
- Expert level experience with SEO to improve natural search rankings and website conversion rate optimization
- Strategic thinker with the ability to adapt and make data driven decisions
- A personal and professional demeanor with an entrepreneurial attitude
- Ability to multi-task and excellent organizational and communication skills
- Ability to create and update website content. Experience with BigCommerce CMS is a plus.
- Experience with marketing automation tools (e.g. Klaviyo, Hubspot, Marketo) is a plus
- Ability to create and deliver presentations tailored to the audience needs
- Minimum 5 years of proven work experience in a digital marketing capacity
- Bachelor's degree in marketing or eCommerce-related field, MBA or Master's degree preferred
- Experience with Amazon Advertising, Google Ads, Paid, PPC, Referral, SEM/SEO, CRO, MS Office
- Regular, predictable, full attendance is essential for this role

#### **Physical Requirements:**

- Must be able to sit and/or stand for long periods of time.
- Ability to lift 15 lbs

#### **Other:**

- We have a drug free work environment
- We conduct background screenings on new hires



If you are interested in this position, please reply to the posting email address with your resume. Make sure to include your phone number and email address.

Marketing, PPC, SEO