

Job Opening

Job Title: Marketing Manager

Employment Type: Full-Time

Job Description:

This position will report to the company's Vice President, Marketing and will be responsible for the company's overall marketing strategy, reporting, and performance toward increasing sales and improving the customer experience. This person will be the point person for both traditional print and digital marketing methods used.

This position is a mix of day-to-day execution, delegating some activities to marketing/administrative assistants, and working with third-party support vendors among areas including pay per click advertising, email marketing, online couponing, product/vendor video, social media, the company's ecommerce website, online marketplaces, and more. This position will also be responsible for sourcing and evaluating potential new third-party vendors and reviewing existing or new contracts/agreements.

Successful candidates will have a proven track record of improving marketing ROI through regular performance analysis and effective program management. The Marketing Manager is expected to maintain up-to-date expert knowledge of marketing trends and best practices.

This position also includes:

- Working closely with internal staff to include Marketing VP, Creative Director, IT staff, Product staff, etc. to effectively identify, build, and launch productive marketing campaigns – and keep others on deadlines within the scope of a project
- Working with product vendors to define co-op marketing programs/opportunities and develop/deploy action plans to grow the business
- Highly analytical approach in assessing results in various areas such as PPC, SEO, Emails, Web Home Page ads, etc. using industry tools to cross-reference and analyze large sets of data
- Plan and implement optimization strategies to achieve high organic listings in search engine results
- Partnering with various teams to update ecommerce website functionality and improve the customer user experience
- Conducting competitive analysis and tracking key messages and promotions

Additionally, we are seeking an applicant who exhibits:

- Excellent communication skills; ability to communicate clearly and effectively to all levels of the organization, third-party support companies and with product vendors
- Self-starter mentality and idea generator who enjoys pitching new ideas and leading projects from start to finish
- Integrity of the highest degree



- A confident, friendly, positive attitude that shows everything you do as a welcome opportunity to learn more about Forestry Suppliers, Inc.
- An ability to treat confidential material appropriately
- Aptitude to build working relationships with – individuals throughout an organization, outside support companies and vendor product contacts
- Ability to learn quickly and prioritize effectively
- Strong desire to learn product, vendors and markets that drive our company business
- Strategic thinker and a willingness to spend time covering the details

The position is located IN PERSON at the company headquarters in Jackson, Mississippi, and involves limited overnight travel. This is NOT a remote position. Normal working hours are Monday-Friday, 8am-5pm, plus additional hours as needed. Competitive salary with excellent benefits with a long-time stable company.

Desired Skills and Expertise

- Bachelor's degree, preferably in business, marketing, or other related field required
- At least 5 years of related work experience required
- At least 2 years of management or project management experience required
- Advanced Microsoft Office and Google Analytics skills required

How to Apply

- Email cover letter and resume to marketing@forestry-suppliers.com
- Online at <http://www.forestry-suppliers.com/careers/careers.asp>
- No phone calls, please.

About Forestry Suppliers, Inc.

When Jim Craig started this company in 1949, customer packages wrapped for Parcel Post were loaded on a Red Wagon and pulled to a nearby post office. Today, Forestry Suppliers, Inc. is a direct-mail supplier for natural resource professionals worldwide.

Our annual catalog and website feature over 13,000 quality products for forestry, environmental science, surveying, engineering, horticulture, grounds maintenance, educational professionals, and more.

And our Red Wagon service continues with product support services including technical support before and after any sale, a bilingual sales staff, experienced customer service representatives, a knowledgeable bid and contract department, and an in-house repair service, all of which reinforce our guarantee of 100% satisfaction.