

## Marketing Manager

Full Time | Exempt

Department: Marketing

Reports to: Director of Marketing

### Overview

The Marketing Manager specializes in planning, managing and executing projects related to all SCEL marketing campaigns. This position is responsible for ensuring that the department's strategic vision is executed, through identifying tasks that need to be completed within each campaign and delegating those tasks to the appropriate team members. The Marketing Manager should drive the development of integrated marketing campaigns to achieve SCEL's revenue and brand awareness goals, as well as introduce the SCEL brand and our products to the next generation of player. The Marketing Manager builds the go-to-market roadmap to launch new campaigns around instant (scratch games) and terminal (draw games, such as Powerball), marketing promotions and consumer experiences into the marketplace. This position is at-will and is not covered by the State Employee Grievance Procedures Act.

### Qualifications

A Bachelor's degree in Business Administration, Marketing, or a related field, with 3-5 years of relevant work experience, is required.

A successful candidate would:

- Have proven experience developing marketing campaigns, with the understanding of a variety of digital marketing platforms.
- Be an innovative thinker who enjoys developing marketing strategies in a collaborative environment.
- Be someone who looks ahead and can see potential milestones or risks.
- Understand variety of digital and traditional marketing platforms.
- Have a demonstrated track record of operating independently and efficiently to manage multiple priorities and projects simultaneously.
- Possess business savvy, a big-picture vision and the drive to make that vision a reality.
- Be detail-oriented with strong, people skills.
- Have a passion for creative marketing.

### Responsibilities

Works with the Director of Marketing to create and execute the overall strategy of the Marketing Department by mapping out all tasks and resources required to achieve that vision.

Works with Product Development, Sales & Retailer Relations, and Marketing Departments to understand marketable opportunities and devise strategic cross-channel, multi-market campaigns to achieve business goals

Develops and oversees content calendar to ensure that marketing messaging is timely in relation to products available in the market, events, and beneficiary messaging.

Continually calls upon product knowledge to ascertain the cause-and-effect of interdependent products and how other campaign strategies may need to be adjusted in light of new tactics.

Explores new product launch strategies to bring higher engagement from expanding and new audiences.

Plays a significant role in the management of collateral production with the creative department and oversees the maintenance of digital assets.

Collaborates with internal and external partners and key stakeholder groups to drive the execution of marketing events and campaigns.

Works closely with the Director of Marketing to develop unique and engaging sponsorship opportunities.

Provides supervision to creative and digital content staff.

Performs other duties as assigned.

### Abilities

The Marketing Manager must have the ability to; (1) identify problems, analyze facts, and research sound conclusions; (2) present clear, concise, and comprehensive written and oral reports as required; (3) recognize and prioritize issues that may arise and adjust workflow accordingly; (4) establish and maintain effective working relationships; (5) exercise sound judgment and discretion; (6) stay organized and manage multiple tasks at once; and (7) encourage team members to work effectively and efficiently to meet deadlines.