

**JOB TITLE: Marketing ManagerJob Title:**

How to apply:

**Job Description:**

We are looking for a data-driven inbound marketer to own the majority of the marketing funnel for our company. You will be in charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads into customers, the latter of which sales leadership will help you accomplish. Possibility of travelling to occasional Trade Shows. Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

**Responsibilities:**

* Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, press releases, whitepapers, eBooks, reports, webinars, infographics, product videos, email campaigns and marketing, etc.).
* Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
* Optimize our marketing automation and lead nurturing processes through email, content, and social channels such as LinkedIn, Twitter and others.
* Maintain and edit our website with product updates, customer and employee utilization, and SEO optimization.
* Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
* Manage Trade Show/Conference strategy, preparation, execution and follow-up.
* Manage, Update and Edit the [www.ritron.com](http://www.ritron.com) website.

**Requirements:**

* BA/BS degree or equivalent work experience.
* Some past experience in marketing preferred.
* Excellent communicator, storyteller, and creative thinker, with an ability to use data to inform all decisions and produce relevant content.
* Proficiency in marketing automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers.
* Bonus skills: HTML/CSS, Adobe Creative Suite, Delivra, MarketPath

Send Resume to Nwilhelm@Ritron.com or pick up application packet at our office: 505 W. Carmel Drive Carmel IN 46032 or print application from [www.ritron.com/careers](http://www.ritron.com/careers).

Ritron, Inc. is a niche manufacturer and leader in the Wireless Communications industry. **Ritron, Inc. is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.**