**Marketing Manager**

To Apply: Submit resumes for consideration. Please place “Marketing Manager” in the subject line.

The Entrepreneurs’ Organization is looking for a business professional to join our team in the United States as Marketing Manager reporting to the Director of Marketing. The Entrepreneurs’ Organization (EO) – for entrepreneurs only – is a global community that enriches members’ lives through direct peer-to-peer learning, connections to experts and once-in-a-lifetime experiences. EO is the catalyst that enables entrepreneurs to learn from each other, leading to greater business success and an enriched personal life. For more information visit [www.eonetwork.org](http://eosp:81/).

At EO, the staff takes pride in our work, and it shows in everything we do. To reflect our unique culture, we embrace and embody five essential core principles:

* **Teamwork**: working together to achieve excellence
* **Trust & respect**: displaying and rewarding integrity
* **Creativity**: the possibilities are endless
* **Professionalism**: lead, learn and live by example
* **Fun**: lighten up, live it up, laugh it up!
* **Service**: Providing a world class experiences

**Essential Duties and Responsibilities:**

The Marketing Manager position is responsible for supporting all projects related to the marketing and external awareness of the organization. These projects include, but are not limited to, public and media relations, lead generation and conversion, data analysis and member engagement.

* Develop and execute marketing plans for areas of assigned focus.
* Actively manage lead generation and support nurture pipeline processes – focus on Facebook and Adwords; deliver conversion tracking and advertising campaign analysis.
* Manage select EO content through a translation process workflow with resources provided by a translation vendor.
* Develop and ensure quality event communications to prospects and attendees, including branding/theme/logo, travel guides, speaker biographies and ongoing communications.
* Develop and execute year-round member-value campaign.
* Create and launch email marketing newsletters, including targeted email campaigns and list management.
* Lead project management, working with creative team, for videos, brochures, ads, flyers, signage, promotional items, branded items and more.
* Support EO content development and media relations through supporting thought leadership curation and distribution on blogs, mobile app, email, social media, etc.
* Support the Director, PR in the development and coordination of media pitches and PR campaigns.
* Prepare monthly report of marketing activity and results.
* Responsible for public website content development and ongoing management.
* Participates on and hosts cross-functional work teams.
* Other duties as assigned.

**Education and/or Experience:**

Required:

* Bachelor’s Degree with concentration in marketing, public relations, communications or related field
* 2-3 years proven experience in marketing and/or public relations, preferably in an organization with an international presence
* Advanced knowledge of Excel
* Experience tracking campaign metrics on social media
* Expert writer with strong copy experience
* Experience with SEO/SEM and analytics tools including Google Analytics
* Proficiency in CRM software such as Microsoft Dynamics, Salesforce.com, or ACT
* Experience working in HTML and CSS
* Proactive attitude and a drive to solve marketing challenges
* Excellent organizational skills and attention to detail
* Well-developed copy writing, analytical, and problem solving skills
* Works harmoniously and effectively with others as part of a team

Preferred:

* Bilingual or multilingual

Characteristics:

* Self-starter
* Detail-oriented
* Inspiring
* Confidant
* Service-oriented
* Thinks out of the box/ encourages new ideas
* Listener

Impress us with your abilities and share your passions. And know that the US staff you may be working with soon is one of the best teams assembled. Make your mark with EO and join this organization. Nothing contained in this job description, or conveyed during any interview which may be granted or during any period of employment (if hired) with Entrepreneurs’ Organization, is intended to create an employment contract with any employee or prospective employee of the Firm for any specified period of time. Work rules and benefits in effect are subject to change from time to time, according to the needs of the organization. Any and all employment with Entrepreneurs’ Organization is “at will,” that is, for no definite or determinable period and subject to termination at any time, with or without cause and with or without prior notice, at the option of either the employee or the organization.

Entrepreneurs’ Organization is an equal opportunity employer