



VP of Marketing

Thanks for applying to join Team Eagle!

As VP of Marketing, you will be leading the charge of our company's marketing efforts. You will be providing guidance to our marketing coordinators, designers, and web team by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the efforts company wide, and building awareness and positioning of the company's brand. You will work closely with the VP of Sales and sales department to develop 4P strategies to maximize profits and market share. Finally, you will oversee organizing company conferences, trade shows, and major events. You will report to Eagle's CEO, President and Vice-President.

Job Responsibilities

- Oversee marketing department
- Plan, develop, and coordinate marketing strategy with the Marketing team and Eagle strategic partners
- Research demand for Eagle products, along with competitor research
- Work with Sales department to develop 4P strategies
- Understand and develop annual marketing budgetary expenditures and ROI
- Build brand awareness and positioning
- Maintain and continuously improve the Eagle catalog, print media, and website
- Oversee Social Media marketing strategy and content marketing

Job Requirements

- BA/BS degree or equivalent
- 5+ years' marketing experience
- Experience in marketing and running a marketing team
- Proven marketing campaign experience
- Strong attention to detail.
- Excellent interpersonal, written, and oral communication skills
- Experience with social media marketing and content marketing
- Experience in managing and directing a sales team
- Ability to multi-task, prioritize, and manage time effectively
- Knowledge of WordPress, Adobe Suite, and MS Office (Word, Outlook, Power Point, Excel)

As an equal opportunity employer, we consider applicants for all positions without regard to race color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.