



Job Title:	Marketing and Communications Manager	Reports to:	President
Department:	Administration	Supervises:	n/a
Location:	New London	Exempt/Non-Exempt:	Non-Exempt
% Travel Required:	Up to 10%	Full-time/Part-time:	Full-time

Job Description

Role Overview: The Marketing and Communications Manager will serve as the sole marketing professional within the company, overseeing and managing all marketing functions. This role is crucial in shaping the company's brand presence, driving communication strategies, and supporting business growth. This role will be responsible for developing, executing, and optimizing marketing campaigns, content creation, social media management, PR efforts, and internal communications. Working closely with other departments, the role will require a balance of strategic planning and hands-on execution to achieve business objectives, provides brand management and assists with the implementation of marketing, sales, public relations, advertising, and promotional strategy for the organization. This role also involves tracking and reporting analytics on marketing and communication campaigns and coordinating promotional events.

Responsibilities:

- Manage, create, and promote strategic initiatives to create and maintain a positive public and internal image for the organization.
- Coordinate and organize trade shows.
- Develops innovative strategies to attract customers to Dahmes brand through company website, social media platforms, various web-based marketing programs, and search engine optimization (SEO) techniques.
- Assist and create content for internal and external communications and product launches.
- Create and maintain unified brand voice across different social media channels.
- Forecasts and analyzes industry trends, marketing strategies, and product performance; prepares and presents reports summarizing information; makes recommendations based on analysis.
- Manage vendors and maintain positive relationships with existing and potential clients.
- Support management with coordination and compiling information for team meetings.
- Support sales team with compiling customer proposals.
- Collaborate with other departments to ensure sales, marketing, and queries are supported efficiently.
- Performs other duties as assigned.

Understand and support Dahmes' Core Values and Core Purpose:

- **Authentic:** We know who we are and we own it. We build and sustain our company and relationships by being honest.
- **Pioneering:** We take risks to create forward looking solutions. We thrive on tackling new challenges and achieving the best possible outcomes.
- **Committed:** We shake hands and keep our word. We deliver on our promises and don't take short cuts along the way.

Requirements:

- Bachelor's degree in business marketing, communication, or related field required.
- Strong organizational skills
- Proficient in Microsoft Office or related software

- Strong attention to detail
- Strong time-management skills
- Excellent verbal and written communication skills that may include public speaking and presentations.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

Preferred Competency/Experience/Education:

- Three to five years of related experience writing and editing projects.
- Ability to multitask.
- Critical thinking skills
- Strong analytical and problem-solving skills

Travel:

- Willing and able to travel (roughly 10% travel schedule)