
job description

marketing manager

we need a focused marketing manager.

In a timely manner, deliver:

- Client proposals
- Client project deliverables
- Content creation
- Marketing budgets
- Client lists
- Data driven analytical reports
- Track and manage outreach
 - Social media (LinkedIn, Instagram)
 - Email campaigns
 - Direct mail (postcard) campaigns
 - E-newsletter
 - Webinars and training
 - Blog/articles for publishing

The position is:

- Independent contractor
- Remote work
- Flexible 25-35 hours/week
- \$32 - \$36/hour

your responsibilities + professional skills and development:

Responsibilities (high level):

- Increase service awareness (furniture planning) and business value; including profitability
- Collaborate with leadership to define, then drive marketing strategy
- Project manage multiple marketing efforts while maintaining and delivering consistent and quality messaging
- Collaborate with other consultants to drive results
- Represent kimiko culture and voice
- Time and resource management; ensure on time delivery and manage marketing costs
- Pursue project opportunities aligned with kimiko's services and periodic initiatives
- Produce RFP's and proposals emphasizing kimiko's expertise and value
- Prepare winning presentations and clean marketing pieces

Knowledge:

- Understanding of CRE, architecture & design, and furniture industries
- What it takes to drive success and increase business profitability
- Awareness of diversity and inclusion; including opportunities for kimiko

- Best practices and strategy for social media campaigns
- Relationships in media circles
- Efficiency and foresight in regard to team strengths and aptitude
- Intimate understanding of the commercial interior design and commercial real estate industries

Skills (technology knowledge):

- Adept working knowledge of Adobe programs (Illustrator, InDesign, Photoshop and Lightroom)
- Microsoft Office Suite
- Wordpress
- Mail Chimp
- Website administration and maintenance
- Google Analytics
- SEO

Abilities:

- Understand and lead marketing of our unique service alternative to traditional furniture planning
- Prioritization
- Coordination (team building)
- Creative problem solving
- Strong and sassy verbal and written communication
- Ability to synthesize information and turn it into action
- Empathy + understanding clients challenges (and how we solve them)

Principles:

- Dependable and honest
- Time sensitive
- Respectful
- Looks for a win 3D
- Creative and collaborative

your role and qualifications:

About the role:

- kimiko designs is a unique interior design firm in a niche market that is growing rapidly; commercial furniture and facilities
- The marketing manager's role is to drive business growth and grow industry awareness through the use of creative marketing campaigns, collateral material and social media
- This position reports directly to the founding principal

Required candidate qualifications:

- 4-7 years of marketing experience in a small or medium size business
- Required: experience in commercial real estate, architecture, interior design or the furniture industry

- Bachelors degree in marketing or communications
- Ability to self-direct and prioritize
- Experience working with remote teams and clients
- Experience managing multi-stream marketing initiatives, within the commercial interior design sector

Key responsibilities:

- Strategize and communicate with leadership team to execute marketing campaigns with efficiency and creativity
- Coordinate and direct consultants and contractors
- Support ambitious growth goal of 50% increase in revenue year over year
- Increase brand and services awareness by educating others within the industry

Job title:

- Marketing Manager

Location/travel:

- Remote

Rate:

- \$32 - \$36/hour

+think outside the cube.