

## **Your Experience at LaFleur Marketing Starts Here:**

The LaFleur Marketing team is comprised of experienced, skilled, and creative marketing professionals. We partner with law firms, healthcare organizations, financial service firms, and other highly regulated businesses. Together, we aim to exceed expectations, grow our clients' businesses, and provide data-driven solutions, to improve the digital marketing presence, that resonate with customers.

We are hiring a Marketing Manager – Agency Account to coordinate and assist with the digital marketing efforts of the marketing agency as a brand.

### **About The Job:**

- **Job Title** – Marketing Manager (Agency Account)
- **Salary** – \$60,000 - \$65,000
  
- **Brief summary of the position** – As part of our team, the marketing manager will oversee, coordinate, and participate in the development and execution of marketing strategies and products for the organization.
  
- **Team** - The marketing manager is part of the Accounts/Sales Team, working closely with the Digital Marketing Solutions Specialist, with direct support from the Director of Account, CEO, and CSO.
  
- **Leadership Responsibilities** –
  - Maintain a company culture of accountability and clearly communicate expectations to team members working on LaFleur Marketing initiatives.
  - Oversee the daily workflow of marketing efforts for the agency's brand.
  
- **Essential Functions** – The marketing manager is someone who is a “doer” and gets the job done, while also being able to think strategically for tactical growth and development. Additional responsibilities include:

- Coordinate and implement the organization's digital marketing presence (ad copy, blogs, landing pages, website updates, social media content and calendars, email marketing, and other applicable content).
- Help compile and analyze target market updates, to identify and recommend effective marketing approaches.
- Maintain knowledge of emerging products, services, and industry trends.
- Work closely with teammates to meet and exceed target KPIs for the agency brand.
- Collaborate with senior executives to develop growth plans for the organization.
- Follow all state and local laws and company rules and guidelines to ensure compliance for all clients and LaFleur.
- Additional duties may be assigned.

• **Required Skills/Abilities** -

- Demonstrate the core values of LaFleur Marketing to commit to excellence, invest in what matters, value relationships, and act in good faith.
- Strong critical thinking, analytical, and problem-solving skills.
- High level of organizational skills, goal-orientation, self-motivation, and self-direction.
- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Strong supervisory and leadership skills.
- Collaborative working in cross-functional teams.
- Project management experience or knowledge is a plus, but not required.
- Proficient with Microsoft Office Suite.
- Knowledge of and experience with a variety of digital media platforms, such as Google Adwords, Basis, Programmatic, Facebook, LinkedIn, Twitter, Instagram, etc.

• **Qualifications** – Our marketing manager will have a love for client success and experience, a passion for collaboration, and proven analytical thinking skills. They'll also be versatile, empathetic, and fun. Additional qualifications include:

- At least three - five years of digital marketing experience.

- A bachelor's degree in Marketing, Communication, or Business is preferred, but not required.

• **Physical Requirements -**

- Prolonged periods in a stationary position (seated or standing).
- May be required to lift up to 15 pounds at a time.

• **Hours of Work** – This is a full-time position working +/- 5% of 40 hours per week. LaFleur believes that people who have healthy personal lives have better work lives. We expect people to take ownership of their work, but that does not mean sacrificing their family, friends, and hobbies. Our entire team enjoys flexible work schedules, remote work options, and unlimited PTO.

**About LaFleur Marketing:**

Vibrant workplace culture - We are a growing team of marketing professionals that embrace differences and learn from them. LaFleur encourages its team members to think, question, and improve themselves and our services. We tie everything we do back to our core values: We commit to excellence, invest in what matters, value relationships, and act in good faith. We expect all of our team members to uphold our core values as a representative of our company.

**Why Work at LaFleur?**

LaFleur aims to approach work differently with a team of highly motivated people with a focus on accountability and a true commitment to a life-friendly work environment. We were even recognized for this approach by being named as one of the Best and Brightest companies to work for in the nation and received the Michigan's 50 Companies to Watch award.

- Unlimited PTO
- Flexible scheduling
- Remote work option
- Health insurance
- Employer-funded LTD plan
- Employer-funded life insurance
- Retirement contributions
- Employee Assistance Program

- Fully stocked fridge and pantry available to all employees
- Monthly volunteering opportunities

**To apply for this position:**

If you are interested in joining our team as the Agency Account Marketing Manager, please prepare the following materials:

- Your most recent resume or CV.
- A cover letter with your application.
- Please send these materials and attachments via email to [kyria.phenix@lafleur.marketing](mailto:kyria.phenix@lafleur.marketing) with the subject line "Agency Account Marketing Manager | Employment with LaFleur".

Thank you for your interest in joining our team at LaFleur Marketing!

**More About LaFleur:**

·All job requirements are subject to possible revision to reflect changes in the position requirements or to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a threat or risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to which will be required in this position. Employees will be required to follow other job-related duties as requested by their supervisor/manager (within guidelines and compliance with Federal and State Laws). Continued employment remains on an "at-will" basis.

·LaFleur Marketing is an Equal Opportunity Employer. We know that creativity flourishes when the team has diverse perspectives, backgrounds, experiences, and abilities. We recognize that diversity is everything that every individual brings to the table, and true inclusion is being included, valued, seen, and heard. LaFleur is committed to providing employees a work environment that is free of discrimination and harassment. All employment decisions (hiring, promoting, discipline, or discharge) at LaFleur are based on business needs, job requirements, individual qualifications, and performance. We do not discriminate based on race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by federal, state, or local law.