

## **Business Marketing Manager**

### **Who are we?**

CareerWise Colorado is a nationally recognized initiative that is shaping Colorado's workforce through innovative, business-led youth apprenticeships. Through our work, we help Colorado businesses fill high-demand positions through apprenticeships that create real value and positive return on investment. At the same time, our apprenticeship model paves the way to good, well-paying careers for students, along with increased access to post-secondary education. This innovative approach has captured the attention of business, government and education leaders across the state and country.

### **The role:**

Reporting to both the CareerWise's Director of Business Partnerships and the Director of Marketing, the Business Marketing Manager develops and executes the marketing strategy to generate inbound interest in CareerWise's unique and cutting-edge talent solution across several industries that CareerWise Colorado serves. At the same time, the Business Marketing Manager will support outbound business development work and lead efforts to develop strategy, content and process for all business-facing teams and activities at CareerWise. Given that this is a new position at CareerWise, the Business Marketing Manager will play a central role in elevating our business recruitment work, and will be responsible for developing strategies that increase the number of business partners and ensure their ongoing commitment to and understanding of our cutting-edge work.

### **What you'll do:**

#### *Business-to-Business Marketing*

- Development and execution of the event marketing/sponsorship strategy, both by industry and Business Leadership, to build awareness and enable our business partnerships team to recruit more partners
- Development and execution of the content marketing strategy building awareness and drive more inbound leads to the CareerWise program through our website, SEM/SEO, email campaigns, and social media
- Support all business-facing teams with content and collateral for continued commitment to partnership and encourage annual renewals
- Develop strategies to feature and celebrate our business partners (at both a corporate and individual level), for increased and ongoing engagement
- Devise additional marketing experiments and pilots with budget in mind to determine effective tools and techniques to drive greater adoption of the CareerWise product and enable business recruitment
- Work with the marketing team to ensure alignment between the business-facing aspect of CareerWise's work with all other organizational communications functions



- Achieve recognizable increase in committed apprenticeship positions year-over-year due to efforts

#### Required skills and competencies:

- Strong written and verbal communicator
- Proficient in Content Marketing and Social Media Marketing in a B2B Context, including familiarity with platforms such as Constant Contact or Active Campaign
- Proficient in Microsoft Office Suite and Google Drive/Docs
- Proficient in various social media platforms such as LinkedIn and Facebook
- Preference given to candidates with proficiency using Salesforce in a B2B sales and marketing context, and to candidates who have executed event marketing strategies

#### Who are you?

An inspiring and entrepreneurial B2B marketing leader who can effectively communicate our bold solution to potential business partners. You are comfortable and confident in developing and executing on clear marketing strategies to achieve ambitious goals. You are naturally curious and love delivering value to your internal customers to ensure the development of an effective and long-lasting partnership. Finally, you have the ability to develop deep empathy for customer pain points and potential solutions to address those pain points.

You are able to problem-solve with a creative, entrepreneurial, and service-minded approach. You are highly self-directed and have the discipline, technological savvy, and ability to work independently. You thrive on change and can manage multiple priorities at once.

Most importantly, you thrive in a high energy, dynamic team like ours. And we mean TEAM. We collaborate, engage in healthy debate, jump in where ever our skills are needed.

#### Compensation

Compensation for this role is commensurate with experience. CareerWise offers a 401k plan with a company contribution and 100% vesting on day 1 of employment. We also offer generous medical and dental benefits and other voluntary benefits as well.

#### Sound interesting?

Click on this [link](#) to apply.

***We are an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.***

If you need assistance or an accommodation due to a disability, you may contact us at [careers@careerwisecolorado.org](mailto:careers@careerwisecolorado.org)

