

**Job Title:** Sales & Marketing Manager  
**Department:** Sales & Marketing  
**Reports to:** Sales & Marketing Director

**Salary or Hourly:** Salary  
**Exempt or Non-Exempt:** Exempt

### **Overview of Company**

Web Courseworks is a Madison, WI-based educational technology company. Our mission is to serve non-profit and national association clients by providing technology and content that supports professional development programs. Join a vibrant team of technology professionals dedicated to building online learning that engages learners while achieving educational and business objectives.

### **Responsibilities:**

#### **Marketing Responsibilities**

- Execute all marketing initiatives outlined in yearly marketing calendar, including research, tactics, copywriting, design and project management across all mediums.
- Create, maintain and refine the company's digital presence, including management of the website, digital advertising, content marketing across mediums and social network presence.
- Provide sound judgment and editorial oversight for newly created and updated marketing copy and ensure that the company's brand standards and style are applied to all collateral.
- Coordinate and manage vendor relationships, including print service providers and business partners.

#### **Sales Responsibilities**

- Sales proposal development across all market segments
- Government contract administration
- CRM Manager

#### **Management Responsibilities**

- Manage direct report (Sales and Marketing Coordinator) and general staff resources across departments to coordinate project completions ahead of sales and marketing deadlines.

#### **Product Strategy and Analysis Responsibilities**

- Develop long-term strategies and marketing plans to support corporate and product brands.
- Apply concepts of SWOT analysis, marketing strategies, intuitive trend forecasting, competitive assessment and consumer segmentation.
- Determine yearly tactical marketing calendar aligned with strategy to drive client acquisition.
- Provide valuable market data to the executive team through data driven business analysis of lead generation, sales pipeline and web analytics.
- Advise executive level management on market requirements and investment opportunities to shape the business strategy for products and services.

### **Supervision:**

- Sales and Marketing Coordinator

### **Education and Experience:**

- A BA, BS and/or 2-5 years of proven marketing communications success including multi-touch campaign development and proven lead generation

### **Qualifications:**

- Data entry skills, reporting skills, analyzing information, informing others and statistical analysis
- Capability to manage sales and marketing calendars, meeting invitations, and task tracking
- Adherence to deadlines

- Proficient in office productivity software, especially Microsoft, Outlook, PowerPoint, Word, and Excel
- Layout and design software expertise (InDesign & Photoshop skills preferred)
- Strong computer literacy (Google Analytics skills preferred)
- Excellent communication and writing skills, both internally and externally
- Proficient at working cross-functionally
- Attention to detail
- Works well under pressure
- Strong work ethic
- Ability to handle multiple projects simultaneously

**Send all resumes and cover letters to:** [sales.jobs@webcourseworks.com](mailto:sales.jobs@webcourseworks.com)