

## **Marketing Manager – Job Description**

Are you looking to work for a small, growing company where you can make a difference within the organization and in the lives of millions of children? Are you interested in representing educational products that help children to learn? AWE Learning's digital learning solutions for early learning provide users an engaging and interactive educational experience that assists in school readiness, academic intervention and enrichment.

AWE Learning is hiring a *Marketing* Manager with strong creative, strategic, analytical, organizational and personal skills who will be responsible for the planning, development and implementation of all of the Company's marketing strategies, marketing communications, product marketing and public relations activities. This position reports to the President & CEO of AWE Learning and is based in our corporate headquarters in Chester, PA.

### **Qualifications/Skills**

- 3-5 years of experience in a marketing manager role
- The ability to generate exciting and impactful marketing material that engages current and prospective customers
- Experience with a variety of marketing techniques including but not limited to: direct mail, trade shows, digital marketing, public relations and social media
- Ability to grow social media presence including LinkedIn, Instagram, Facebook and Twitter
- Experience with e-marketing tools such as Swiftpage, WordPress, SEM, SEO, Google Ads, and blogs
- Market analysis and brand strategy; customer focus groups and users groups
- Strong project management skills
- Ability to thrive in a fast-paced environment and manage multiple projects at a time
- Excellent communication skills: oral and written, plus the ability to communicate with a wide range of people
- Expert knowledge of Microsoft Office, Adobe's Creative Suite, Adobe InDesign, Zoho and other business database programs
- Strong interpersonal and presentation skills; ability to grow, build and nurture business relationships
- Bachelors degree in marketing or related degree required; MBA preferred
- Experience in the public library and/ or K12 market preferred
- Minimal travel required

### **Duties & Responsibilities**

- Responsible for planning, development, and implementation of all of the Company's marketing strategies, marketing communications, product marketing, social media and public relations activities.
- Help make sure that the Company's philosophy, mission and vision are pertinent and adopted throughout the organization.
- Work with sales to manage the consumer and institutional business, pipeline and forecast, ensuring an accurate CRM is maintained.
- Work with the CEO to develop and execute an integrated national sales & marketing plan.
- Work with sales to plan, organize and execute regional territory plans that support Company goals.

- Develop and implement an integrated Go-to-Market strategy including all marketing, advertising, social media and promotional activities.
- Conduct market research, focus groups and surveys.
- Analyze customer research, current market conditions, market segments, competitor information, pricing strategies and funding opportunities.
- Write and oversee the creation of press releases, white papers, case studies, training materials and all marketing copy.
- Manage relationships with third-party vendors and contractors.
- Work with product development on future product concept design; secure content partners for new products and releases.
- Monitor and report on all marketing activities weekly.
- Develop and manage marketing budget.
- Stay abreast of and report on current trends in educational technology, funding and legislation including local, state and federal policies.
- Articulate how the marketing efforts support the Company's overall strategy and message.
- Support the needs of the sales organization with lead generation activities, pricing and promotion strategies, proposals, RFPs and regional and national tradeshow.
- With the CFO, manage all fulfillment and procurement activities.

### **About AWE Learning**

AWE Learning is the leading provider of digital learning solutions for young children in Public Libraries across the United States. Our solutions are found in 47% of Public. AWE Learning is based just south of Philadelphia in Chester, PA. We are located along the Delaware River waterfront in a historic, renovated electrical power plant that is now a full-service office building. Amenities include free secure parking, on-site cafeteria, and free gym access for all employees. Learn more at [www.awelearning.com](http://www.awelearning.com)

### **Salary & Benefits**

This is a full time salaried position. We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and benefits package including paid vacation, medical benefits, and future growth opportunities within the company. To learn more about us, please visit our website at [www.awelearning.com](http://www.awelearning.com).

If you are interested in applying for this position, please submit your resume or CV, cover letter, and salary requirements to [sorgid@awelearning.com](mailto:sorgid@awelearning.com).

610.833.6400 | [www.awelearning.com](http://www.awelearning.com) | [info@awelearning.com](mailto:info@awelearning.com)  
2501 Seaport Drive, Suite 410-SH Chester, PA 19013