**JOIN OUR TEAM**

**WE’RE HIRING!**

All West Communications believes that every connection counts. We are looking for a full-time Marketing Manager who has a strong background in e-commerce marketing and lead generation and is passionate about increasing brand awareness and customer acquisition.

 **Responsibilities:**

* Develops and executes e-commerce marketing strategies that drive traffic and convert visitors into customers.
* Designs and implements lead generation campaigns that align business goals and target audience needs.
* Develops and implements digital marketing strategies and creates content.
* Runs data analysis and reporting to assess the success of marketing activities.
* Supervises employees to ensure successful marketing campaigns.
* Spearhead B2B lead generation and residential sales.
* Elevate brand awareness, with a strong focus on e-commerce marketing and lead generation.
* Boost online traffic.
* Improve customer acquisition.

**Tasks Include:**

* Managing online sales funnels.
* Optimizing the Company website for lead generation.
* Reporting on e-commerce marketing.
* Leveraging CRM and marketing tools to optimize lead tracking.
* Managing and overseeing the creation of digital assets.
* Analyzing campaign performance metrics.
* Creation of leadership and board meeting presentations.

**Requirements**:

* Bachelor’s Degree in Marketing, Business, or a related field
* Ability to work in a fast-paced environment with ever-changing priorities
* Proficient in all MS Office applications
* Experience with Adobe design products
* 5+ years marketing experience, required
* 1-2 years telecommunications marketing experience, required
* Valid driver’s license and a good driving record

All West is a drug free workplace, conducting pre-employment and random drug testing.  Benefits include medical, dental, vision, short-term disability, life insurance, AD&D, 401k with company match, PTO, paid holidays, and more!

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