



Located in historic Frederick, MD, The Crowley Company is a world leader in the provision of digitization hardware, services and technical support to archivists, librarians, records managers and others tasked with guarding, preserving and sharing corporate, private and government records and archives.

The company is seeking a Director of Marketing to develop, implement and oversee the Crowley brand strategies and campaigns for B2B scanner and digitization services sales. This position will also facilitate corporate communication and company culture strategies and implementation.

Overall duties and responsibilities will include:

- Collaboration with management team to craft and provide a cohesive marketing approach, melding the needs of several different lines of business
- Oversight of the marketing department to include the planning, coordination and direction of all marketing efforts
- Building upon the current marketing plan and strategies, setting measurable goals
- Market study and research, including competition analysis
- Vendor oversight and management

Specific tasks may include:

- Communicating the marketing plan
- Developing promotions
- Building brand awareness
- Coordinating marketing projects
- Promoting the company's offerings
- Identifying customers
- Creating and managing advertising campaigns
- Overseeing social media messaging
- Overseeing in-person and online events and webinars
- Overseeing trade show and industry event participation
- Overseeing the production of literature to includes sales tools and corporate communication vehicles
- Overseeing internet marketing
- Overseeing website development, maintenance and SEO
- Facility and vehicle branding

Skills and qualifications required:

- Strong sales, communication and presentation skills
- Proven project management competence
- Experience running a marketing team
- Attention to detail
- Excellent written, verbal and interpersonal communication
- Ability to multi-task, manage time and meet deadlines
- Experience and measurable success with digital marketing forms
- Professional work ethic
- Ability to manage costs to maximize efforts
- Strong knowledge of the Microsoft Office suite
- Familiarity with Salesforce, ZoomInfo, WordPress and other CRM/web/marketing applications a plus
- Graphic design and video production/editing skills a plus

Education required:

- A Bachelor's degree in marketing, communications or related field
- A minimum of six years' experience, with at least four years of team management
- A Master's degree and/or AMA and SMEI certifications a plus

Applicants should apply to careers@thecrowleycompany.com and include a resume, cover letter and salary requirements. The Crowley Company is an equal opportunity employer.