**AIS**

*AIS Senior Marketing Manager*

**No Ordinary Opportunity.  Sr. Mktg Mgr Driving Big Changes**



AIS is a leading manufacturer of commercial office furniture and boasts one of the most impressive stories of growth and success in the furniture industry. Founded in 1990, the company is known for offering market relevant, feature-rich product lines that entice designers and support the diverse needs of end-users while offering exceptional value. AIS is an innovator that leads the industry in sustainable, lean manufacturing, lead-time performance, and manufacturing flexibility. AIS has over 600,000 square feet of manufacturing space and operates in Leominster, MA. For more information, visit the website at www.ais-inc.com.

**Job Description:**

AIS is looking for a Senior Marketing Manager to drive strategic marketing initiatives, build brand awareness and support our aggressive growth goals. Seeking experienced professional who will collaborate with internal stakeholders to understand needs and challenges and then create, plan and execute sound solutions across a variety of marketing channels and platforms.

You will be working in a fast-paced environment managing multiple projects at once.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

* Increase awareness of AIS, its initiatives and its growth aspirations by communicating with key target audiences both internally and externally through tradeshows/events, advertising, epublications, PR and social media.
* Ability to understand brand strategy and execute it across all marketing channels with effective messaging, a unified look, feel, and style that is easily recognized as our organization by all audiences.
* Creatively collaborate and brainstorm ideas for innovative marketing programs.
* Excellent project management required with internal stakeholders and external creative partners.
* Manage all industry tradeshows with a comprehensive strategy, budget, and schedule
* Support AIS showrooms with plans and annual updates
* Manage public website with regular updates and metrics
* Responsible for high-quality design and content for collateral (brochures, flyers, etc.), web content, email campaigns, social media, marketing programs, press releases, etc.
* Oversee vendors (i.e. web designers, graphic designers, printers, etc.), including RFP’s, vendor contracts/support agreements, quality control and ensure invoices are paid in a timely manner.
* Support the successful execution of major events, including Elite Escape (Dealer Reward Trip to international destinations) and other events that promote our organization.
* Hold regular team meetings, and one on one meetings with direct reports to evaluate current work, improve communication and coordination, and set individual professional development plans.
* Manage content and functionality of internal websites
* Lead new product and program launches
* Support PR/Media initiatives
* Support social media platforms
* Support Day-to-day field marketing

**SHARED DUTIES AND RESPONSIBILITIES**

* Demonstrate a management style characterized by personal integrity, collaboration, creativity, and flexibility.
* Actively promote AIS and present a positive image of the organization, staff, and activities to external stakeholders and staff.
* Model and sustain positive AIS culture, communication, and cohesiveness.
* Collaborate with internal stakeholders to support individual departmental goals and collective organizational success.
* Ensure compliance with all policies, procedures, standards, and applicable regulatory requirements.
* Budget-management skills and proficiency
* Well-rounded and willing to work hard.

**Knowledge, skills and abilities:**

BA/BS, advanced degree preferred

5+ years of professional marketing experience

Demonstrated expertise in a broad range of marketing roles

Excellent communications skills, both written and verbal; a creative and credible storyteller

Superior copywriting and proofreading skills

Must possess solid MS Office Knowledge (Excel, Word, PowerPoint)

Working knowledge of Adobe Photoshop and/or Illustrator Preferred

Experience with Web Analytics (Google analytics) a plus

Ability to work autonomously as well as collaborate with various personalities

Meticulous attention to detail, strong project management, and excellent time management skills

Ability to maintain a positive and professional attitude in a fast-paced environment

Contact AIS Human Resources for more information at hrdept@ais-inc.com

AIS offers a friendly and casual workplace with competitive salary and benefits program. Benefits include medical and dental, FSA, and a bonus program. We are looking for someone with a good work ethic and enthusiasm for working in a fast environment as we continue our strong growth in the marketplace. We are an Equal Opportunity Employer, genetic information, national origin, veteran status, membership in or application to the uniformed services, physical or men disability or any other classification protected by applicable No H-1B sponsorship offered for this position.