



Marketing Manager – Full Time

Cheng & Tsui is an award-winning international publisher of educational core and supplemental materials in Asian languages and cultures for the K-12 and higher education markets based in Boston, MA.

Established in 1979, we are poised to reposition our prestigious, legacy brand and products and are seeking a **Marketing Manager** to join our dynamic, cross-functional team that's dedicated to the company's mission to help foster the development of curious and open-minded global citizens through our educational publications.

The Marketing Manager will be supported by the editorial, sales, and design teams but will be responsible for the day-to-day execution of marketing tasks. This role requires a *strategic, hands-on creative* with proven marketing & sales results, branding expertise, and a track record of driving growth. The Marketing Manager will develop and implement innovative marketing plans through multi-channel programs that provide compelling messaging and response-driven copy based on expert product knowledge and customer insights. The ideal candidate will have a love for world language and culture education, have strong marketing copywriting skills, champion customer experience, embrace emerging technologies, and be analytical and data-driven.

Responsibilities

- Analyze, develop, and execute an annual multi-channel strategic marketing plan that's aligned with the company's publishing plan, its varied customers, and its business objectives, while working within the established budget
- Write differentiated and engaging copy that encapsulates product value proposition for use along multiple points of the customer journey
- Develop creative briefs and oversee the design and production of catalogs, samplers, brochures, flyers, sales presentations, press releases, space ads, videos, webinars
- Evaluate process to improve lead generation, build active sales pipelines, and create customized campaigns and initiatives to support inside sales team
- Research existing and alternative market channels to increase market share
- Actively identify adoption contract and RFP opportunities and manage the coordination of timely, accurate, and successful bid responses
- Oversee conference selection, planning, execution, and post-evaluation
- Manage company website updates and maintenance, including SEO and ad words, and ensure Amazon and other resellers have accurate product/price information
- Track, analyze and report metrics and ROI for all promotional efforts and test new ways to improve performance
- Hire, manage, train, and motivate in-house and freelance personnel as needed to execute marketing plans effectively; support continuous staff development
- Utilize our Netsuite CRM system and other tools to enhance marketing automation efforts to improve efficiencies and work flow
- Organize and leverage customer feedback to identify trends and growth opportunities, recommend new products and product enhancements to meet needs of educators

- Conduct regular reviews of products and pricing of others in our industry to guide our annual evaluation
- Perform additional assignments as needed or as requested

Qualifications

- Bachelor's degree with 5+ years of marketing management experience (K-16 educational publishing preferred)
- Experience in strategic planning and executing multi-channel marketing programs with emphasis on the digital aspects
- Experience in managing staff and training them in effective copywriting, planning, scheduling, researching, documenting, communicating
- Solid understanding of CRM (Netsuite preferred), social media platforms, and enthusiasm for emerging technologies
- Superb hands-on marketing copywriting, editing, and proofreading skills
- Strong communication and presentation skills combined with the ability to pitch, defend, and influence
- Excellent organizational skills, strong attention to detail, accuracy, and quality
- Ability to wear multiple hats, be flexible, and work collaboratively within a changeable and demanding environment that's typical of small businesses
- High level of engagement with our products and commitment to our mission
- Teaching experience and strong interest in Asian languages and cultures a plus

We are an Equal Opportunity Employer. We offer 401K Plan, health, dental, life and disability. Salary and title commensurate with experience.

TO APPLY:

Required: Your résumé and cover letter with details on how your skills and experience mesh with the duties listed above. E-mail to careers@cheng-tsui.com and include **Marketing Manager** in the subject line.