

# STURGIS BUFFALO CHIP®

**Position:** B2B Marketing Content Manager

**Department:** Marketing

**Start Date:** Immediate

**Hours:** Full Time

**Objective:** Provide a critical link between marketing and commercial departments by developing and executing support marketing and managing brand integration for of the Sturgis Buffalo Chip, its programs and clients.

## **Job Description:**

- Manage online B2B presence including social media and web content.
- Maintain B2B newsletter.
- Collaborate with marketing and commercial department teams to strategize campaigns and to create and implement supporting content.
- Assist with partner brand integration and support marketing initiatives.
- Provide tracking and reporting on fulfillment and ROI-related metrics.
- Assist with producing proposals, presentations and other support marketing/communications materials.
- Coordinate with in-house and third-party media teams.
- Provide support for marketing team and program managers as needed.

## **Qualifications and Skills**

- Bachelor's degree in marketing or mass communication or an equivalent combination of education and experience in related field.
- Interest in business to business communication strategies.
- Strong written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Self-motivation.
- Ability to operate largely unassisted.
- Ability to manage multiple tasks at the same time.
- Ability to budget time efficiently in order to meet deadlines.
- Comprehension of AP Style.
- Experience with Adobe Photoshop, Microsoft Word, Excel, PowerPoint and social media platforms.
- Familiarity with trending social media tools.
- Capacity for frequent interaction with senior management and external suppliers.
- Sales experience is a bonus.

To apply, submit a cover letter and resume to:

Daymon Woodruff

[daymon@buffalochip.com](mailto:daymon@buffalochip.com)