

## RISE, LLC

Job Title: Advertising/ Product Manager

Date: 2014

Company: RISE, LLC

Location: Buffalo, NY

Industries: Professional Development

Job Type: Full Time

Reports To: Chief Marketing Officer

Dept: Marketing

### *Job Definition and General Description:*

The Advertising/ Product Manager is responsible for all advertising materials seen in the public eye. He or she will play a significant role in generating and maintaining loyal clients. Ideal candidates will possess detail oriented characteristics as well as professional experience/ education in advertising.

### *Reporting Relationships:*

Reporting directly to the Chief Marketing Officer, the Advertising/ Product Manager will work closely with the Brand Marketing Specialist to effectively produce advertising materials closely aligned with the current marketing plan.

### *Duties and Responsibilities:*

The Advertising/ Product Manager is responsible for developing advertising materials in line with the marketing initiatives of RISE, LLC. Directly in charge of print messages sent to the public, the Advertising/ Product Manager will produce and approve print materials as well as oversee the development of available services in order to better understand what to market. Key duties and responsibilities include:

- Using market research information from the Brand Marketing Specialist to better understand the needs of prospective clients in order to effectively advertise (20%)
- Building new clientele by directly contacting prospective businesses and firms and reaching out to current clients through use of emails and phone calls (25%)
- Properly promoting the image of RISE, LLC through creating and reviewing advertising materials including print ads, website ads, TV commercials, and email promotions (30%)

- Assisting in the development of RISE, LLC services including seminar topics, certification processes, and program/training services (15%)
- Supporting marketing communications to increase profits (10%)

*Position Requirements:*

Identify the minimum skills, knowledge/educational background and abilities required to competently perform the job duties, working conditions & work hours, salary and contact information. Be as specific as possible.

Ideal candidates must display the following skills/abilities:

- Proficient in Adobe InDesign, Photoshop, and Illustrator and Microsoft Office
- Excellent verbal and written communication skills
- Ability to work in a team setting as well as individually
- Organization skills
- Goal oriented and passionate about the services RISE, LLC provides
- Ability to analyze and understand market data
- Ability to effectively inform, persuade, defend

Education and Experience:

- Bachelor's degree in Marketing, Advertising, Business, or a related field
- OR
- 3 years related advertising experience

Additional Information:

- The Advertising/ Product Manager will complete a 40 hour work week
- Beginning salary is \$40,000 given through bi-weekly paychecks with a 5% increase each year

*Application Process*

If you are qualified and interested in this position, please send a cover letter, resume, and advertising portfolio (if applicable) to [RISEjcs@gmail.com](mailto:RISEjcs@gmail.com).