



Marketing Manager

JOB OVERVIEW

FCCS is a national provider of talent management, governance and risk reduction services. Our programs, conferences and events are designed to connect organizations to exceptional learning and leadership experiences – electronically when preferable, and in-person when possible. We deliver programs and services that are genuinely relevant for these times and remain so as markets change.

The Marketing Manager supports the development and growth of our programs and services. The purpose of the role is to support marketing and communications objectives across multiple practice areas including researching new markets, designing materials, and developing positioning and messaging that differentiates our solutions in the market. The role reports to the VP of Marketing & Strategic Account Management.

Salary range for this position is \$63,000-95,000 annually.

In addition to competitive pay and benefits, we operate on a hybrid schedule, currently allowing all Denver based employees to work remotely 3 days/week.

JOB RESPONSIBILITIES

- Responsible for both program marketing and identifying trends and insights to optimize our marketing and communications efforts.
- Works closely with our consultants to ensure revenue and customer satisfaction goals are met.
- Ensures that the marketing efforts support the company's overall strategy and goals.
- Focus is on the marketing of the experiential suite of leadership programs (Gettysburg, Lewis and Clark, Holding the Edge) and the launch of new programs and initiatives such as the Accelerator of the Year, and the Forward Thinking podcast.
- Provides clear vision and strategy to support the design, development and execution of the marketing that supports our programs.
- Positions FCCS' thought leadership and consulting expertise by positioning the consultants as leadership experts through the Consulting Network, collaborating on content and communications strategy and implementation of thought leadership articles, emails and podcasts.
- Responsible for planning, coordinating and executing marketing initiatives to educate and inspire internal and external audiences.
- Works with a cross-functional team comprised of business development, marketing, consulting and leadership to develop graphics, content for campaigns, presentations and promotional materials
- Coordinates with marketing and vendors to develop content for high-impact customer-facing materials such as solution sheets, infographics, customer emails, videos, trainings, thought-leadership articles, blog posts, podcasts and case studies to clearly communicate success stories and best practices.
- Works with the marketing team to ensure all campaigns and promotions are successfully executed on time and in coordination and collaboration with other departments.
- Develops value propositions, messaging and positioning for FCCS' solutions and services.

- Be an agent of market insight within the company.
- Maintains and updates the websites and pages.
- Supports digital content curation, produces videos, podcasts and mobile-ready resources to support program learning objectives.
- Assists with writing and editing copy for marketing materials.
- Leads marketing initiatives with a communications strategy and vision.

JOB REQUIREMENTS

- Bachelor's degree in business or related field.
- Minimum 5-8 years professional work experience.
- Demonstrated ability to engage, collaborate, influence and inspire individuals and groups of stakeholders.
- Strong written and verbal communication skills.
- Strong project management skills.
- Visual design skills to create marketing material.
- Proficient in MS Office, Adobe Creative Cloud and Email Delivery Tools (Constant Contact).
- Analytical and strategic thinking skills.
- Track record of success in managing multiple priorities and projects.
- Self-driven with proven ability to work both independently and in a collaborative environment when required.
- Demonstrated creativity and innovative thinking.
- Ability to confidently prioritize tasks based on resources and Accelerate Center needs.
- Preferred experience and study in the area of communication, marketing, public relations, advertising and management. Competitive analysis and planning.

An Overview of FCCS. Our Expertise. Our Services.

FCCS was created in 1975 to help clients enhance their organizations and optimize their operations. In the 45 years since, we have:

- **Expanded** our business and consulting services to address the increasingly dynamic challenges of the marketplace.
- **Introduced** leadership development, governance, and talent management programs that have earned strong praise from boards, executives, and human resource officers, alike.
- **Addressed** the financial and operational concerns our clients face at the most pragmatic levels with legal consulting services, strategic risk management, and collective buying power.
- **Diversified** our clients and programs, bringing growth, new energy, and insight to our organization.

Headquartered in the Denver Tech Center, with approximately 50 employees, FCCS is proud to serve a variety of clients across the U.S.

We provide:

- Governance and Leadership Development
- Conferences, Programs, and Events for Professional Development
- Executive Coaching
- Thought Leadership and Professional Speakers
- Strategic Talent Management
- Merger, Acquisition and Corporate Finance Advisory

- Risk Management and Insurance Management
- Passkey Affinity Program

The unique blend of our expertise, services, programs, and conferences enables us to create enriching business solutions and help organizations to be more.

JOIN OUR GROWING TEAM!

Compensation:

- ✓ *Competitive Salaries*
- ✓ *Annual Performance Bonuses*

Benefits:

- ✓ **90% employer paid** health insurance options
- ✓ **Hybrid work environment**
- ✓ 10-12 paid holidays annually
- ✓ Generous paid vacation and sick time
- ✓ Flexible work schedules
- ✓ Generous 401k matching and other benefits
- ✓ Casual Dress Code
- ✓ Collaborative and welcoming work environment

Interested candidates should email a cover letter, resume and salary requirements to
human_resources@fccsconsulting.com

FCCS is an equal opportunity employer (EOE).

FCCS may require job candidates to successfully complete a background check as a condition of employment.