



## Senior B2B Marketing Manager

### Statement of Duties:

The Senior B2B Marketing Manager works closely with the Chief Marketing Officer, Director of Communications, Creative Director, Business Development Team, and Executive Office of Commerce to develop and produce marketing content for businesses landing and expanding in Rhode Island. The person in this role must be equally proficient at working with vendors and agencies to create content as they are at producing content and delivering results on their own.

The scope and nature of the output of this role changes from day to day, and the person in this role must be able to stay on top of a constant, high-velocity workload with multiple deadlines and deliverables. This person must be able to work within the operating rules of the State of Rhode Island to produce deliverables and provide solutions on-demand. Independent problem solving is as important and frequent as close collaboration with colleagues and external vendors and stakeholders.

The person in this role fields marketing requests from many stakeholders and must be able to balance and prioritize daily on-demand production requests with long-term, high-value projects.

### Essential Functions

- **Digital content production:**
  - Conceptualize, experiment with, and execute on multi-channel digital marketing campaigns, which may include Search Engine Marketing, Social Media Marketing, Account Based Marketing and Email Marketing, working in partnership with external agencies and creators where necessary. Develop, edit and/or vet content and copy, for output across multiple channels to ensure that its current and consistent with brand positioning. Work closely with the Tourism Marketing team on marketing initiatives and communications that promote Rhode Island as a destination to work, live, play, and study.
  
- **Logistics, collateral production, vendor relations, event, and trade show management:**
  - Must have a command of the general requirements needed to have marketing materials produced across media; from ordering printed collateral, direct mail, eblasts, coordinating trade show sponsorships, co- sponsorships, logistics, rentals, booths, and backdrops.

- Develop creative briefs, RFPs, understand contracts, vendor relations and management.
- Produce high-value events with changing guest counts and locations. This person should be able to coordinate catering, signage, promotion, and be able to secure space, travel and accommodations.
- **Content management**
  - Ability to create and update content in the WordPress CMS for commerceri.com and the Brave River .net CMS for associated Commerce websites as needed
- **Software**
  - Experience with sales industry software like salesforce and client relationship management (CRM) systems, or similar.
  - Possess a strong command of Microsoft Office and be able to craft presentations on-demand.
  - Ability to analyze data in excel and be familiar with basic spreadsheet functionality

### Professional Qualifications

- A Bachelor's degree is required, and/or an equivalent combination of relevant training, work experience, and education is required.
- **Time management and organization:** Candidate must have impeccable time management skills and be extremely organized. Must be able to handle multiple projects at one time and completing tasks efficiently and quickly.
- **Customer service:** Internal and external customer service experience is essential.  
Candidate should have strong professional conversation etiquette, especially in person and over the phone when interacting with company representatives, clients, customers, and vendors.
- **Problem-solving:** Critical and creative thinking to identify and resolve issues and make recommendations for improvement. Exceptional interpersonal skills and a proactive approach towards problem solving. Assembles recommendations and points of view quickly and clearly, but in a way that is inclusive and well-informed by various perspectives
- Outstanding communication (verbal and written) skills while working with people at all levels to help drive clarity through ambiguity
- Demonstrable experience in supporting a sales team.
- Self-starter that can work independently, without supervision, promotes teamwork, and focuses on successful outcomes.

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**To be considered for this position, candidates must submit a cover letter along with a professional resume via email to:**

**Rhode Island Commerce Corporation**  
**[job.opportunities@commerceri.com](mailto:job.opportunities@commerceri.com)**

- Rhode Island Commerce Corporation is an at-will employer; no employment contracts exist.
- The Rhode Island Commerce Corporation (the 'Corporation') is an Equal Opportunity Employer. The Corporation does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided on the basis of qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics.