



Exciting opening at EnviroX. . . We Seek a Marketing Manager to Join our Team

EnviroX, LLC was launched in 1995 as a research project. Our founder, Patrick Stewart had a clear objective; to develop a cleaning technology that would reduce toxicity, the use of packaging materials, wasted energy and landfill by performing most cleaning tasks with one, concentrated product that performed as well as, and often better, than traditional more toxic commercial cleaners.

The 1998 ISSA Jan San industry show was the unveiling of EnviroX H₂Orange²[®], the first EPA registered sanitizer/virucide hydrogen peroxide based multi-surface cleaner, complete with patent, and unparalleled safety, versatility and stability.

Fast forward to 2019, EnviroX has literally transformed the cleaning industry. The patented formulation of H₂Orange²[®] has been imitated, but its effectiveness has not been duplicated. We continue to provide product innovation that offers safety, simplicity and savings to our growing customer base across the United States.

Under Diana Stewart's leadership, we have moved into the second generation. We are a woman owned, professionally managed company. We believe in driving forward a sustainable future for people and our shared planet. Every day, we change the way facilities are cleaned to support the health and well-being of ALL people for generations to come.

We seek a talented, team-oriented marketing professional who is ready to join a collaborative environment where egos are checked at the door and a culture of positive, proactive accountability guides the way. We've built the foundation of our culture on *The Oz Principle* and *The Four Agreements*. At EnviroX "culture" is not just a word or poster on the wall; it is an inseparable component of our purpose. We are practitioners, committed to making progress. If this sounds like a place you want to be, we look forward to reviewing your resume.

EnviroX, LLC offers a market competitive salary; the flexibility of our privately-owned company allows us to offer a unique suite of benefits that include medical, dental and vision insurance, a generous vacation policy and 401K plan including a company match with contributions currently equal to half of the eligible employees' personal contribution up to 6%.

Interested qualified candidates may complete an application for employment available at www.enviroxclean.com and send this along with a resume and cover letter to Katherine Hightower at jobs@EnviroXClean.com

To learn more about EnviroX, please visit us at www.enviroxclean.com.

EnviroX, LLC Position Description

Job Title: Marketing Manager

Department: Marketing

Reports To: President

FLSA Status: Exempt

Location: "Driving distance" to Danville, IL

Summary:

Reporting to the President, the Marketing Manager joins the EnviroX management team. She or he oversees a department of design, lead generation and digital marketing specialists, focusing on sales lead generation, brand management and strategic sales support. Additional primary responsibilities include strategic marketing development and sales/marketing project execution. The Marketing Manager works closely with the Executive team and cross departmentally to direct and/or participate in product launches, new product development and high-level marketing strategy. The Marketing Manager excels at thinking creatively and strategically, has a strong understanding of marketing principles, technology, and is comfortable with interpreting research data for use in shaping a marketing campaign.

Essential Duties & Responsibilities

- Develops and executes the marketing vision and strategy for the company in line with company objectives.
- Works in collaboration with the company leadership team in key areas e.g. strategy development, company-wide initiatives, national account support.
- Owns marketing responsibility for incoming pipeline as well as contributing to retention efforts post-sale.
- Manages all activities and team members within the marketing department.
- Oversees the company's marketing budget.
- Coordinates all product marketing, including evaluation, development, design, and launch.
- Manages creation and publication of all marketing and sales collateral.
- Directs inbound digital marketing strategy, including social media, email marketing, SEO, content creation, promotional campaigns and online advertising.
- Manages and improves lead generation campaigns, measuring and reporting on results.
- Manages the resources that respond to distributor and customer marketing requests.
- Works closely with sales team members to create situation-specific campaigns as needed.
- Manages design projects, coordinating multiple resources and meeting deadlines.
- Responsible for all elements of the EnvirOx brand, including design, copywriting and brand experience. Develops, manages and maintains proper use of all branding elements in sales, marketing and promotional materials.
- Manages public relations, representing the company at speaking engagements and with media.
- Coordinates trade shows, including committee activity and scheduling.
- Responsible for market segment and competitor research.
- Manages the sales development resource.
- Develops and executes sales development initiatives, campaigns and programs.
- Responsible for managing marketing technology stack, including CRM, content management systems and marketing automation.

Supervisory Responsibilities

Directly supervises 2-3 employees in the Marketing Department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Managing and Developing direct reports responsibilities include:

- interviewing, hiring, on-boarding and continuously training employees
- planning, assigning, and directing work
- appraising performance (written documentation), including one annual review
- rewarding and disciplining employees
- addressing complaints and resolving problems
- Assessing strengths of employees and capitalizes on skill sets to benefit the department
- Recognizing areas of opportunities and developing action plans around these
- Working in conjunction with the employee to develop goals that complement the EnvirOx Strategy and Marketing Department goals

Education and/or Experience

Bachelor's degree (B. A.) from four-year College or university; five years related experience and/or training; or equivalent combination of education and experience.

Demonstrates complete understanding of modern marketing tactics and methods, including marketing automation, digital marketing, inbound content-based marketing, sales funnel best practices, lead generation and management.

Technical Skills

To perform this job successfully, an individual should have knowledge and experience with the following Software and Web Applications:

- SalesForce or similar CRM
- Microsoft Office Suite
- Content management systems (CMS)
- Email marketing software
- Digital advertising, PPC and analytics software

- HTML/CSS experience is a plus
- Creative Suite, social media management and marketing automation preferred

We are an equal opportunity employer. M/F/D/V. Except where prohibited by state law, all offers of employment are contingent upon successful completion of a criminal background check. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.