



Job Title: Director of Marketing

Location: Remote

Capacity: Full-Time

Reports To: Vice President of Partnerships

Supervises: Marketing Managers

The Director of Marketing is responsible for supervising the promotion, development, and execution of marketing initiatives within CLT. The Director will work in collaboration with other departmental leadership and team members to support marketing efforts for both in-school and at-home customers.

Requirements:

- Strong familiarity with and love for the liberal arts and classical education
- Embodies CLT's core values: Anchored, Passionate, Humane
- At least 3 years experience in marketing leadership and at least 6 years experience in marketing
- Strong familiarity with Hubspot CRM, Google Analytics, and SEO

Responsibilities:

- Implement meetings with each team member supervised, along with the VP of Sales and Marketing, to identify and track projects and initiatives to help the company achieve its 1-year, 3-year, and 5-year goals
- Responsible for executing various projects with prioritization, thorough communication, collaboration, and leadership
- Make marketing purchase decisions within CLT's annual marketing budget, recommending purchases and reviewing with the VP of Sales and Marketing
- Identify and expand methods to grow both product sales and brand awareness, organizing marketing campaigns and seasonal promotions to maximize sales from current customers and reach new customers



- Periodically review branding approaches and consistency, identifying needs to refine branding or realign marketing efforts with the core brand
- Collect, analyze, and summarize data and trends to modify marketing efforts accordingly
- Ensure consistency in brand and messaging in all marketing and outward communications, including the CLT website, advertising, email marketing, and resources for customers
- Consistently refine and optimize the CLT website to ensure a smooth and clear user experience and user journey
- Understand how to leverage marketing tools provided by Hubspot, including but not limited to email marketing, SMS marketing, landing page creation, forms, CTAs, Customer Behavioral Reports, and more
- Oversee Marketing team members in the implementation of direct-to-consumer email campaigns, social media promotion, and print and online advertising
- Collaborate with the Sales Team to develop and implement conference and convention marketing presence

To Apply: Email your resume and cover letter to Katie Prefontaine at kprefontaine@cltexam.com.