



## MARKETING MANAGER

At Grand Circus (GC), we educate people in coding and other skills that lead to high-growth careers, and we do it through intensive bootcamp-style training. We're a dynamic, mission-driven team that loves the impact we're having on student's lives and the communities we live in.

We're looking for a Marketing Manager to guide the next phase of growth in our core Michigan market and a growing National footprint. This role requires a problem-solver with instincts for both the art and science of great marketing. If you're a data-driven decision maker, and if you have a knack for designing campaigns and crafting stories that will inspire -- this is the role for you!

### What will you be doing?

- Partnering with our digital agency to develop the marketing strategy and establish marketing KPIs to measure success
- Overseeing the delivery of the strategy and tracking/reporting marketing KPIs to ensure business goals are met
- Ensuring the appropriate use of GC's brand guidelines and voice and always seeking to improve our brand positioning
- Leading internal growth team meetings and planning sessions
- Managing email conversion optimization across our student funnel
- Supporting workshop & event marketing to drive increased attendance
- Managing our blog, social media channels and website
- Liaising with our PR partner to identify where and when PR can be leveraged
- Providing marketing leadership and input to internal team projects, including initiatives related to alumni/employer engagement and strategic partnerships

## What are we looking for?

- 3+ years of marketing experience in a startup-like environment
- A data-driven decision maker with a strong analytical background
- Great written and verbal communication skills
- Proficiency in AdWords, Facebook Ads, and other digital channels
- Experience with Google Analytics and other marketing analytics tools
- Some background in Hubspot & Salesforce
- Detailed oriented and super organized

## What are some of the perks?

- Competitive compensation and benefits
- Unlimited vacation days
- Access to a sweet list of Quicken Loans Family of Companies perks and discounts
- A work environment that was rated #4 on Crain's Cool Places to Work

## How do you apply?

If this position sounds right for you, we're so excited to meet you! Email [careers@grandcircus.co](mailto:careers@grandcircus.co) (please use the subject line: Marketing Manager) with your resume and your answer to the following question:

- One of Grand Circus' [core values](#) is "The tech industry should reflect the diversity of our community" What does this mean to you?