

Marketing Manager

About MUNIRevs & LODGINGRevs:

MUNIRevs, which started in 2011, is a cloud-based software company providing tax collection and vacation rental compliance systems to communities nationwide. MUNIRevs tax system automates municipalities' and business' workflow through our unique paperless system and services. Our innovative software helps jurisdictions more efficiently collect taxes.

LODGINGRevs is the vacation rental compliance software product that monitors short term rental provider listings, manages property data, and ensures the owner is in compliance with community requirements.

This is a great opportunity to join and grow with an industry-leading company that is driven to exceed product expectation and prides its self on delivering outstanding customer experiences.

We are a growing company and the opportunity for this position to grow into a management or director role is a possibility upon proven performance and sales growth.

Overall Goals of Position

1. Develop and Execute Marketing Strategies as required for various products.
2. Work with our sales team and CEO to identify specific goals (i.e. add 30 LODGINGRevs Clients by June 2019).

This may include:

- a. Google Ads
- b. SEO Improvement
- c. Social Media Ads
- d. Engaging more on Social Media (via employee profiles, connecting to clients, etc.). Particularly on Linked In.
- e. Trade Publications
 - i. Such as:
 1. Memberships in key associations such as Finance Director Associations in key states (i.e. Oregon, TX)
 2. Advertisements with key associations such as Finance Director Associations in key states (i.e. Oregon, TX)
 - ii. Recommend / handle any sponsorship, including:
 1. Submitting sponsorship application
 2. Picking the ideal location for the vendor booth based on the venue / meals / etc.
 3. Determining which sales staff will attend
 4. Making arrangements for all staff that will attend
- f. Trade Shows, such as:
 - i. Finance Director Association conferences in key states (i.e. Colorado, Oregon, Texas)

Ongoing / Daily Tasks

These tasks are in the order of highest frequency of time spent to provide an idea of how the position will spend each day. Note that this position may call upon external resources from time to time for additional expertise or creative assistance. The expectation, however, is that this individual will have the skills to handle the majority of our day to day requirements "in-house."

1. Prepare and engage with all leads via email marketing via our CRM system, FreshSales. Utilize the system to automate follow up emails to continue to engage the lead to drive them to a demonstration.
2. Manage all Proposals: This is a significant aspect of the position as our sales team produces 5-10 proposals each week and we typically respond to 5 RFP's each month. The proposals utilize existing collateral we have

developed, but it is essential that they are customized for each client's needs or requirements. In the case of a formal RFP, attention to detail is a must to ensure that no deadlines or requirements are missed in the proposal preparation. We are also hiring a part time proposal writer that, if the right candidate is found, could handle the actual writing and bid preparation under the supervision of the Marketing Coordinator.

- a. Monitor bid subscription sites for new bids.
 - b. Review new bids with Sales team and CEO to determine if we will respond and discuss any different requirements of the bids that are not typical for our company.
 - c. Utilize Collateral and prior bid materials to prepare and respond to all Requests for Proposals
 - d. Follow up on bid submissions to confirm:
 - i. On Time Delivery
 1. Store delivery confirmation
 - ii. Follow up as indicated in RFP with appropriate contact to schedule demo / find out results
 - iii. If bid is not won, follow up as indicated in the RFP to get copies of competitors bid, in particular winning bid and analyze the differences.
 1. Have conversation with the RFP contact to obtain anecdotal narrative on why the other vendor was selected.
 - iv. Provide feedback to sales team and CEO and collaborate on adjustments to future bids to accommodate to win the next one.
3. Create and manage new features to help with the sales closing process related to bids, such as:
 - a. Dynamic ROI calculator on website for each potential client
 - b. Online Proposal vs. PDF document with interactive links
 4. Create and Manage other mechanisms to engage potential clients. Monitor all marketing channels and recommend additional channels or increased investment in the most successful channels. Some new channels we are currently looking to add include:
 - a. Hosted webinars vs. scheduled demos to invite all leads to
 - b. Press campaigns nationally to announce company news
 - c. Press announcements in key local government publications
 5. Maintain Website, adding new content and updates to enhance client engagement and improve sales via enhanced SEO, etc.
 6. Maintain Social Media Presence using Buffer with current news on sales tax, lodging tax, and vacation rental compliance on our profile pages (LinkedIn, FaceBook).
 7. Report and analyze success of all marketing mechanisms via reporting in our CRM system, website analytics etc. Additionally, work with CEO to Adjust and Improve reports in our CRM System, including, the ability to see easily:
 - a. Sales calls by sales person
 - b. Hot Leads
 - c. Potential sales volume with contract amounts and certainty filters
 - d. RFP's outstanding and certainty filters
 8. Maintain and Create all collateral for MUNIRevs, LODGINGRevs and any other products as directed, such as the items listed below.
 - a. Logos
 - b. Other image collateral / pictograms
 - c. Video Tutorials and Demos
 - i. Including publishing on Youtube / Vimeo
 - d. Hosting and Marketing Webinars on Product Features
 - e. Bid Materials, such as:
 - i. Exhibits:
 1. References
 2. Insurance Certificates
 9. Monitor and handle ordering of all printed collateral as necessary, such as business cards for existing and new employee.
 - a. Create a calendar to ensure all necessary collateral is ready for any trade shows (see marketing strategy below)

10. Work with Sales Team to assist with travel arrangements for any sales travel, including
 - a. Air travel
 - b. Lodging accommodations
 - c. Confirming schedules / agendas with clients
 - d. Reconfirming prior to meetings

Qualifications:

1. Solid software experience and computer aptitude including the ability to quickly understand new applications. Position will require basic understanding of our systems to create content video and to understand product benefits for marketing materials.
2. Impeccable writing skills, including professional writing experience for proposals or other business documents. Includes not only grammar but the ability to write proposal documents, website copy, etc. in a compelling, easy to follow manner to engage potential customers.
3. Minimum 2 Year's Experience in all of the following:
 1. Graphic Design
 2. Social Media Platform Content and Ad Placement
 3. CRM System and Reports on
 1. Marketing Campaigns
 2. Sales Efforts
4. Impeccable attention to detail and brand quality
5. Strong verbal and written communication skills and excellent customer service to represent the brand within marketing channels, with clients (i.e. if confirming a scheduled demo)
6. Proven ability to juggle multiple tasks at one time.
7. BA/ BS degree, or degree in progress, preferred but not required.
8. Impeccable references a must.
9. Confidentiality Agreement Required.

Compensation

Compensation range of \$25-30/ hour, depending on experience and skill depth. This is a full-time position of 40 hours per week.

Benefits

Full time employees with MUNIREvs are eligible for the following benefits after 90 days of full time employment:

1. Paid Time Off (Holidays plus 2 weeks paid vacation / year)
2. Health Insurance for employees and option for employee paid coverage for dependents

How to Apply

Please send cover letter and resumes to info@munirevs.com