



Job Description

Marketing Manager

Remote Position

Position Summary

We are seeking a talented and motivated Marketing Manager to drive our growth and expand our reach. As Marketing Manager, you will be responsible for developing and implementing comprehensive marketing strategies, campaigns, and initiatives to increase brand awareness, generate leads, and support business development efforts. You will work closely with our leadership team and sales professionals to understand their needs and align marketing efforts with our overall business objectives.

Why Make CrossCheck Compliance Your Next Career Move?

- **A Management Team Committed to Sharing Information.** We believe that a well-informed team will deliver the best results for our clients and will have a higher level of job satisfaction. We hold weekly and monthly internal calls to make sure that everyone is kept informed about how the company is doing, what we are working on, and how they can contribute. We trust our team to maintain strict confidentiality of the information that is shared. We also recognize that it is not just about the work, so we have an internal newsletter that the whole team contributes to, where you can learn more about your colleagues.
- **A Collaborative Environment.** CrossCheck has an open-door policy. You will collaborate with different team members to help support your marketing efforts and spark creativity. Working with our team will help you better understand the needs of our business and drive the creation of impactful messaging. We have bi-annual in-person team meetings and rely on Microsoft Teams for daily communication.
- **Flexibility to Work Remote.** Since the inception of the company, we have had a primarily remote work model. There will be occasional travel for conferences and team meetings as needed.
- **Commitment to Equal Opportunity Employment.** CrossCheck Compliance is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. Recognizing and valuing diversity strengthens our ability to attract, retain and engage colleagues.

What are the Responsibilities of This Position?

- Develop and execute a marketing plan that aligns with the company's overall business goals.
- Create and manage marketing campaigns across various channels, including digital, social media, email, and traditional methods, insuring consistency across all marketing materials.
- Conduct market research to identify target audiences, emerging trends, and competitive landscapes.
- Manage marketing budgets and track performance against key metrics.
- Collaborate with our team of experts to create engaging and informative content; including website, brochures, presentations, and social media posts.



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- Manage and optimize our online presence.
- Track and analyze marketing performance data, identify areas for improvement, and make data-driven recommendations.
- Develop internal marketing communications, including our quarterly newsletter.
- Stay abreast of industry trends and emerging marketing technologies.

What Professional Skills and Experience Will You Need for this Position?

- Bachelor's degree in Marketing, Business Administration, Communications, or related field.
- Minimum of 5 years of experience in marketing, with experience in the financial services industry, banking industry or consulting preferred.
- Proven ability to develop and execute marketing strategies and campaigns.
- Strong understanding of digital marketing principles and best practices. Experience with digital marketing tools.
- Thorough understanding of SEO.
- Experience with social media marketing, content marketing, and email marketing.
- Project management and organizational skills.
- Strong analytical and problem-solving skills.
- Excellent written and verbal communication skills. Strong editing skills.
- Creative, proactive, and able to work independently and collaboratively.
- Experience with the following applications preferred: ZoomInfo, LinkedIn, Constant Contact, Canva, Adobe Illustrator, Microsoft Suite, as well as tools such as: Google Analytics, Google Search Console, Google Ads, Google Keyword Planner, Google Trends.

What Other Characteristics Describe a Great Candidate?

- Effective working independently with a strong sense of when to seek counsel.
- Proven ability to balance strategic thinking with focus on day-to-day work and results.
- Positive and enthusiastic attitude with the ability to make an impact as part of a larger team.
- Ability to consistently exercise good judgment and reinforce our core values.

How Do You Apply?

If this position may be right for you, or if you would like to express more general interest, please send your resume to careers@crosscheckcompliance.com.