



We improve the lives and business success of our employees and our customers.

Rockton Software Marketing Manager Position

Rockton Software is excited to hire a dedicated team member to assist our Sales & Marketing Team with marketing assistance. Rockton Software has provided excellent products and customer service to Microsoft Dynamics customers since 1999. We welcome you to review the position below and apply if interested.

Location of Employment:

- Erie Colorado or
- Fargo North Dakota preferred, but open

Role Description:

The Marketing Manager will carry out several functions to assist the Rockton Software Marketing team to achieve the desired marketing goals.

Qualified candidates:

- Some experience in marketing is preferred
- Will be detail oriented
- Assist in event management
- Will support marketing executives in organizing and carrying out various projects
- Will build and manage content/editorial calendar that strengthens our branding and attracts a qualified audience (including blogs, whitepapers, eBooks, infographics, social media posts, etc.)
- Will be responsible for growing new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content.
- Will assist in optimizing our marketing automation and lead nurturing processes through email, content and social channels.
- Will have excellent administrative, clerical, record-keeping, and computing skills
- Will have excellent customer service skills, including telephone skills
- Will be a creative thinker, with the ability to use data to inform all decisions
- Will fit the Rockton company culture by exhibiting the core values of:
 - Integrity
 - Humility
 - Emotional Intelligence
 - Passion to Grow

Desired Experience: (will train as necessary)

- Microsoft Office
- Microsoft Outlook
- Microsoft SharePoint
- WordPress
- Adobe Creative Suite
- *Bonus Skills:* HTML, Microsoft CRM, Clickdimensions

Primary responsibilities:

- Post on social media – blogs, tweets, Linked In updates
- Create & send marketing emails
- Create & send monthly newsletters
- Create & update brochures and other print material
- Lead generation
- Assist with trade show management
- Update the website

Secondary responsibilities:

- Purchase branding items
- Monitoring of email queues
- General office duties as necessary
- Special projects

Benefits include:

- Full Medical/Dental Insurance
- Matching 401k
- 25 days Paid Time Off

Compensation:

- Negotiable depending on experience

Resumes:

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