

ISPI Michigan Chapter  
Job Bank  
Job Description Form

**Company:** Innovative Learning Group (ILG)

**Location:** Royal Oak, MI

**Job Title:** Marketing Manager

**Type of Position:** Full-time

**Contact Person:** Lisa Toenniges, President: [lisa.toenniges@innovativeLG.com](mailto:lisa.toenniges@innovativeLG.com)

**Responsibilities:**

- Develops annual and quarterly marketing plans; manages marketing budget and drives results.
- Executes tactics in support of these marketing plans to increase ILG market awareness, propel prospect acquisition, and support sales revenue goals.
- Supports sales team in a variety of ways
- Works collaboratively with consultants and sales staff in a strong team atmosphere. Actively participates in professional associations. Pursues all other opportunities and affiliations to find and cultivate new ILG leads.

**Minimum Qualifications:**

To be successful at ILG, the candidate must have:

- An undergraduate degree (or deep equivalent experience) in marketing, journalism, communications, or a closely-related specialty
- A minimum of 5 to 10 years of business-to-business marketing experience, preferably in a small business or start-up company
- High energy, propensity for research, flexibility, attention to detail, and demonstrated track record of independent marketing achievement
- Comprehensive knowledge of Web 2.0 and social media methodologies, with demonstrable deployment results
- Hands-on ability to use CRM software (and other marketing measurement tools)
- Mastery of Microsoft Office suite (Word, Excel, PowerPoint, Outlook)
- Proficiency with Website SEO techniques
- Strong (demonstrable) writing skills and project management skills
- Market research and marketing campaign measurement skills