



Job Title: Marketing Manager

Salary: \$80,000-\$120,000

Company: Nadler Modular

Website: nadlermodular.com

About Nadler Modular:

At Nadler Modular, we specialize in innovative modular construction solutions that redefine the way spaces are built and utilized. Our commitment to quality, sustainability, and customer satisfaction drives our mission to deliver exceptional modular projects across various sectors. We are looking for a passionate and driven Marketing Manager to join our team and help elevate our brand.

Position Overview:

The Marketing Manager will be a key player in shaping and executing our marketing strategy. This role requires a unique blend of creativity, analytical skills, and tactical execution. The ideal candidate will be high-energy, data-driven, curious, and able to craft compelling marketing content while also managing our CRM systems effectively. You will collaborate with internal teams and external vendors to ensure our marketing efforts are cohesive, impactful, and aligned with our business objectives.

Key Responsibilities:

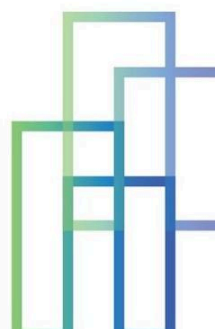
- Marketing Strategy Development:
 - Collaborate with leadership to develop and implement a comprehensive marketing strategy that aligns with company goals.
 - Conduct market research and analyze industry trends to identify opportunities for growth.
- Content Creation:
 - Create engaging marketing materials, including newsletters, social media posts, and graphics that resonate with our target audience.
 - Oversee the production of promotional content, ensuring consistency in brand messaging across all channels.
- Data Management & Analysis:
 - Own the company CRM systems, creating and enforcing data entry rules while managing customer data and tracking marketing performance metrics.
 - Analyze data to assess the effectiveness of marketing campaigns and adjust strategies as needed.
 - Own the sales lead generation function
- Vendor Management:
 - Source and manage relationships with external agencies, designers, and other vendors to enhance marketing initiatives.
 - Collaborate with vendors to execute campaigns, ensuring timely delivery and alignment with brand standards.

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- Team Collaboration:
 - Work closely with sales, product development, and customer service teams to ensure marketing strategies support overall business objectives.
 - Foster a culture of creativity and collaboration within the marketing team.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- 2-5 years of experience in a marketing role, preferably from outside the modular construction industry.
- Strong understanding of CRM management and data analysis; Salesforce experience a plus.
- Proven ability to create compelling content for various platforms.
- Excellent project management skills, with a keen eye for detail.
- Ability to think strategically while executing tactical marketing initiatives.
- Strong communication skills, both written and verbal.
- Experience working with external vendors and managing projects.
- Able to travel 20% to trade shows, marketing events and customer locations

Send resume: Job#3, Nadler Mobile LLC, 400 Rella Blvd Suite 110 Montebello NY 10901

