

Escapod Trailers is one of the fastest-growing off-road camper manufacturers in the country. Based in Coalville, UT, we are looking for a full-time **Marketing & Sales Manager** to join our team.

As the Marketing & Sales Manager, you will be responsible for hitting sales & marketing goals by executing the strategies developed alongside Escapod's co-founder and Chief Revenue Officer. This position will work closely with the customer experience team to create an unforgettable experience for our customers, prior to purchase.

**Job Responsibilities:**

- Direct the hiring, training, and performance evaluations of marketing & sales staff and oversee their daily activities
- Leverage consumer insights and digital data (Google Ads, quote submissions, reservations, etc.) to inform our marketing strategy and to drive increased site visits and spending
- Understand Escapod's value proposition and key differentiating factors to inform future marketing initiatives
- Create strategic digital marketing & sales strategies, informed by data, to support overall revenue-driving initiatives
- Regularly review sales data and trends with CRO to stay on track to hit OKRs
- Work with CRO on the deployment of the overarching marketing campaign & content calendar across digital platforms (website, email, social media, paid media)
- Partner with technology team to own the management of our owned digital platforms
- Paid media strategy and deployment in partnership with ad agency, AdStar

**Job Expectations:**

- You are motivated to learn and invest in a career with us
- You have a passion for digital marketing & sales
- You effectively communicate both in written and verbal form
- You're a creative & resourceful problem solver
- You can think and plan over a one to two-year span
- You are organized and can manage multiple priorities at once
- You work well with all different players and functions
- You inspire innovative and new ideas with peers
- You hold yourself accountable for achieving goals
- You have a can-do attitude and a positive spirit
- You have the ability & interest to travel throughout the year (at minimum quarterly)

**Technical skills:**

- Microsoft Office (Excel, Word)
- G-Suite (Gmail, Google Drive, etc.)
- Customer relationship management CRM software (Streak)
- Sales and marketing software (Google AdWords, MailChimp)

**Education & Experience**

- Undergraduate degree in marketing, sales, or related field preferred
- 4-7 years relevant experience with a skillset in marketing &/or sales
- Experience executing & managing national digital marketing campaigns
- Demonstrated ability to lead people, manage a team, and drive results



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## **Working Environment**

This is a full-time, on-site position, working at our manufacturing facility and main office in Coalville, UT (35 miles away from Salt Lake City on I-80E). We are committed to helping build our local community, as well as growing the culture of Escapod, for which face-to-face interactions and collaborations are paramount. Occasional work-from-home requests may be granted at the discretion of management when deemed beneficial.

## **Included Benefits**

- Medical, dental, and vision benefits
- 401(k) plan with employer matching up to 3%
- 2 weeks PTO
- 1 week paid sick leave
- FMLA, unpaid personal time
- Vendor purchasing program and discounts
- Commuter benefits
- Use of Escapod's rental fleet
- Seasonal company outings and gatherings

Escapod Trailers' is a close-knit community guided by its values of critical thinking, grit, a bias towards action, competitiveness, awareness, continuous improvement, integrity, and camaraderie. We encourage all applicants to visit [our website](#) and read about what drives us, and what kind of people will thrive at Escapod. Above all, we want those eager to help us grow, realizing our mission to **“Build The Best Damn Camper Known To Man.”**

Escapod is an Equal Opportunity Employer. We consider all applicants without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, or genetic information.