



Intterra Marketing Director
Work Location- Hybrid/Castle Rock, CO
Salary: \$80-100k plus bonus potential

Have you ever wondered if the product or service you're marketing really makes a difference? We are transforming public safety and offer a unique opportunity to work with a product that our customers say makes a difference each and every day.

The Director of Marketing reports to the Chief Sales & Marketing Officer and is responsible for all operational aspects of marketing for Intterra. This may include website design & maintenance, SEO optimization, social media marketing, brand management & awareness, content development, and strategic planning to name a few. Key responsibilities include content & strategy and development, marketing campaigns across multiple channels (including with partners), asset development and executing on trade shows and events as needed.

If you would like to work for a dynamic, resilient community-focused, small business developing technology that helps save lives, properties and communities, this is the job for you! We are a close-knit, hardworking team with diverse backgrounds who take on challenges as a unit.

Essential Functions and Responsibilities include the following:

- Evaluate and develop Intterra marketing strategy and marketing plan
- Research demand for Intterra products and services in collaboration with Product Development
- Coordinate marketing projects from start to finish
- Organize company conferences, trade shows, and major events
- Oversee social media marketing strategy and content marketing
- Manage marketing budget in concert with CSMO
- Manage the marketing plan with key defined metrics
- Other duties as assigned

Education & Experience

- Bachelor's degree (BS/BA) from four-year college or university and 3-5 years' related experience and/or training; or equivalent combination of education and experience

Skills

- Excellent collaboration, team-building and partnership skills across all stakeholders
- Strong skills with typical productivity and communication tools, including Google Suites
- Strong project management skills & detail oriented, metrics based focus
- Builds partnerships with related departments to enhance efficiency and execution



- Manages resources, efforts, and timelines in the development of marketing materials and projects

Other Skills

- Website design & maintenance
- Copy/content development
- Asset design & development
- Advanced with Microsoft Suite, including Word, Excel, PowerPoint
- Experience with Hubspot & other marketing tools is essential
- Creative Platform skills are a plus - if you have a portfolio, share it!

To apply, go to <https://www.intterragroup.com/careers/> and submit a resume with a cover letter. Not all submissions will receive a response due to the volume of candidates we expect for such a coveted opportunity.