



## Job Description: Director of Marketing – W.S. Connelly

**Location:** Richmond, VA

**Company:** Mid-Sized B2B Distribution Business

---

### About Us:

W.S. Connelly is a mid-sized distribution company based in Richmond, VA, specializing in providing high-quality hard goods to businesses across industries such as construction, landscaping, manufacturing, and maintenance. We are seeking a strategic and results-oriented **Director of Marketing** to lead our marketing efforts, enhance our brand presence, and drive business growth. This leadership position will play a pivotal role in shaping our marketing strategies and executing them to support long-term business objectives in a competitive B2B environment.

---

### Position Overview:

The **Director of Marketing** will be responsible for developing and executing the company's marketing strategy to drive brand awareness, customer acquisition, and revenue growth. Reporting directly to the executive team, this position will oversee all aspects of marketing, including digital marketing, content development, lead generation, and customer engagement. The Director of Marketing will manage a team and work closely with sales, product management, and leadership to ensure marketing strategies are aligned with the company's goals and objectives.

---

### Key Responsibilities:

#### 1. Strategic Marketing Leadership

- **Develop and Lead Marketing Strategy:** Create and implement comprehensive marketing strategies to support the company's business goals, focusing on customer acquisition, retention, and market expansion in B2B industries.
- **Brand Positioning and Messaging:** Define and refine the company's brand identity, ensuring consistent messaging across all marketing channels. Position the company as a leader in providing hard goods and solutions to B2B customers in construction, landscaping, and other key industries.
- **Market Research and Insights:** Conduct in-depth market research to understand customer needs, market trends, and competitor activity. Use this data to shape marketing strategies and identify new opportunities for business growth.



# W.S. CONNELLY

- **Customer Segmentation:** Develop targeted marketing strategies for key customer segments, including contractors, facility managers, and distributors, tailoring approaches to each group's needs and purchasing behaviors.

## 2. Lead Generation and Customer Acquisition

- **Lead Generation Strategy:** Oversee the creation and execution of lead generation campaigns across multiple channels (digital, email, events, etc.). Ensure that the company is generating high-quality leads that meet the sales team's needs.
- **Inbound and Outbound Campaigns:** Develop inbound marketing strategies using SEO, content marketing, social media, and paid advertising (Google Ads, LinkedIn, etc.) to attract prospects. In parallel, create outbound campaigns to target high-value prospects.
- **Sales Alignment:** Collaborate closely with the sales team to ensure marketing efforts are aligned with sales goals. Provide tools, content, and campaigns that support the sales process and help increase conversion rates.

## 3. Digital Marketing Strategy

- **Website Optimization and SEO:** Oversee the company's website, ensuring it is optimized for search engines, user experience (UX), and lead conversion. Develop strategies to drive traffic, improve site performance, and enhance lead capture processes.
- **Paid Media Campaigns:** Lead digital advertising efforts, including Google Ads, LinkedIn Ads, and other platforms, to drive traffic and generate qualified leads. Optimize campaigns for maximum ROI and lead conversion.
- **Email Marketing:** Oversee the development of email marketing campaigns to nurture leads, promote new products, and maintain customer engagement. Segment email lists for targeted messaging and campaigns.
- **Content Marketing:** Manage the creation of valuable content (case studies, white papers, blog posts, videos, etc.) that educates prospects and customers, positions the company as a thought leader, and drives lead generation.

## 4. Analytics and Performance Measurement

- **Marketing Analytics and Reporting:** Lead the development of marketing performance reports, tracking key metrics such as website traffic, lead generation, conversion rates, and ROI. Use analytics tools like Google Analytics, HubSpot, and CRM systems to measure effectiveness and adjust strategies as needed.
- **Campaign Optimization:** Continuously monitor and optimize campaigns across all channels, using A/B testing, data analysis, and market feedback to improve campaign performance and achieve desired results.
- **Budget Management:** Develop and manage the marketing budget, ensuring that resources are allocated efficiently to maximize ROI. Track spending against budget and adjust campaigns to optimize costs.



# W.S. CONNELLY

## 5. Team Leadership and Management

- **Lead and Develop Marketing Team:** Manage, mentor, and inspire the marketing team to achieve business objectives. Ensure team members have the resources, training, and support needed to excel.
- **Collaboration Across Departments:** Work closely with product management, sales, customer service, and leadership teams to ensure that marketing strategies align with product offerings, customer needs, and overall company goals.
- **Vendor Management:** Oversee relationships with external agencies, consultants, and contractors to execute marketing strategies and campaigns. Ensure vendors meet performance expectations and deliver value.

## 6. Brand Awareness and Industry Leadership

- **Public Relations and Thought Leadership:** Build relationships with industry media, influencers, and thought leaders to enhance the company's brand presence and reputation. Develop and distribute content that positions the company as a trusted authority in its sector.
- **Trade Shows and Events:** Lead the company's participation in industry trade shows, conferences, and events, both locally and nationally. Oversee event planning, logistics, and post-event follow-up to maximize exposure and lead generation.
- **Community Engagement:** Identify opportunities for local community involvement and industry partnerships in Roanoke and surrounding areas to increase brand awareness.

---

## Skills and Qualifications:

- **Education:** Bachelor's degree in Marketing, Business, Communications, or a related field. MBA or other advanced marketing certifications preferred.
- **Experience:**
  - 5-7 years of experience in marketing, with at least 2-3 years in a leadership role, ideally in B2B marketing, distribution, or a related field.
  - Proven experience in digital marketing (SEO, SEM, email, social media, paid media) and traditional marketing (print, events, etc.).
  - Strong background in lead generation, inbound and outbound marketing strategies, and sales alignment.
  - Experience with analytics and marketing automation platforms such as Google Analytics, HubSpot, Salesforce, etc.
  - Understanding of the distribution industry, construction, landscaping, or related sectors is a plus.
- **Skills:**
  - Strong leadership, team management, and communication skills.
  - Strategic mindset with a hands-on approach to execution and optimization.

**2501 Oak Lake Boulevard, Midlothian VA 23112 (804) 744-5445**



# W.S. CONNELLY

- Analytical, data-driven with a focus on KPIs and ROI.
  - Proficient in using CRM systems, content management tools, and marketing automation platforms.
  - Ability to manage multiple projects simultaneously and work under deadlines.
  - Creativity and problem-solving skills to develop innovative marketing campaigns.
- 

## Personal Traits:

- **Proactive and Self-Motivated:** Takes initiative to drive projects forward and works independently to achieve goals.
  - **Collaborative:** Works well across teams, fostering communication and alignment between departments.
  - **Results-Oriented:** Focused on driving tangible business outcomes such as lead generation, sales growth, and market share.
  - **Adaptable:** Comfortable in a fast-paced, changing environment, able to pivot strategies when necessary.
- 

## Benefits:

- Competitive salary based on experience.
  - Health insurance (medical, dental, vision).
  - 401(k) plan with company match.
  - Paid time off (PTO) and holidays.
  - Professional development opportunities.
  - Collaborative, supportive work environment.
- 

## How to Apply:

Interested candidates should submit a resume and cover letter outlining their qualifications and interest in the position to [Regina@wsconnelly.com](mailto:Regina@wsconnelly.com). Please include "Director of Marketing – [Your Name]" in the subject line. Applications will be accepted until **April 25<sup>th</sup>, 2025**.

---

**W.S. Connelly is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.**

---



**W.S. CONNELLY**

The **Director of Marketing** will play a critical role in shaping the company's marketing vision and driving initiatives that lead to customer acquisition, brand growth, and market leadership in the B2B distribution sector. If you are an experienced marketing leader with a passion for strategy, innovation, and measurable results, we would love to hear from you.