

## Digital Marketing Manager (Client Facing)

C2IT Consulting | Plainfield, Indiana (Hybrid)

We're looking for a Digital Marketing Manager to help us grow a key area of our business: serving clients with thoughtful, effective digital marketing.

This role is hands-on and client-facing. You'll work directly with clients to understand their goals, build marketing plans, and execute across channels like paid ads, SEO, social media, and email.

We're a small, collaborative team, so this role operates with a high level of ownership. You won't be one piece of a large machine, but will be the one helping drive marketing results for multiple clients. You'll also take ownership of marketing for our own company, helping shape how we present and grow our brand.

### What You'll Do

- Meet with clients, understand their goals, and turn them into clear marketing strategies
- Act as the primary marketing contact for assigned clients
- Plan and run digital ad campaigns (Google Ads, Meta/Facebook)
- Research and implement SEO improvements
- Manage social media content and posting
- Oversee and optimize Google Business Profiles and similar listings
- Build and send email campaigns and newsletters
- Track performance and provide clear, actionable reporting
- Lead and execute marketing efforts for our own business, helping plan initiatives, facilitate discussions, and treat our internal team as a client

### What This Role is Like

- You'll be managing multiple clients at once
- You'll own both strategy and execution
- You'll work alongside a team, but you'll be the primary driver of marketing work
- You'll need to stay organized and follow through; this role requires it

### What We're Looking For

- Strong communication skills, especially in working directly with clients
- Experience with digital ads, SEO, and social media
- Ability to think strategically and execute practically
- Self-motivated and comfortable working in a small team environment
- Someone who takes ownership and doesn't let things fall through the cracks

## Compensation and Growth

Compensation will be competitive and aligned with experience, with clear opportunity for growth as this area of the business expands. As we build out our marketing services, there will be opportunities to take on increased responsibility and grow into leadership over time.

## Location and Work Environment

We are looking to hire someone local to Central Indiana. This is a hybrid role based out of an office in Plainfield and combines in-office collaboration with flexibility to work remotely a couple days a week.

We offer strong benefits and have built a team culture centered on attentive discovery, loyal partnerships, economic value, and cohesive teamwork.

## About Us

C2IT Consulting is a collaborative technology and services company working across development, IT, web, and digital marketing. We value clear communication, ownership, and doing right by our clients.

## Application Questions

To help us understand how you think and work, please include responses to the following:

1. Tell us about a time you managed multiple clients or projects at once. How did you stay organized and ensure nothing fell through the cracks?
2. If a client came to you and said, "we need more leads," how would you approach building a marketing plan for them?
3. Have you ever owned or contributed to marketing for your own company or brand? What did you do, and what would you improve if you had full ownership?

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If you're someone who enjoys both the creative and analytical sides of marketing and wants to be part of building something that's growing, we'd love to start a conversation with you.

## Screening Questions (Yes/No or Numeric)

Please answer the following:

1. Are you able to work from our Plainfield, Indiana office on a hybrid schedule (in-office days required)? (Yes/No)
2. How many years of experience do you have in digital marketing? (Number)
3. How many years of experience do you have in a client-facing role? (Number)
4. How many of the following do you have experience with? (Number, 0-5): Google Ads, Meta/Facebook ads, SEO, social media for a business, email campaigns (newsletters, nurture sequences, etc.)