



Consolidated Business Services (CBS) has a full-time opening for a **Digital Marketing Manager** working in Canby, OR.

Join us! As our rural telecom partnerships continue to grow, and as we continue to expand our client base, we're adding talent to our thriving, high-performing team to support our growth. We pride ourselves on an employee-focused culture that develops skills, advances careers, and encourages fresh perspectives and new ideas that fuel our success and best support our partners.

Consolidated Business Services (CBS) provides professional resources focused on supporting rural broadband and telephone service providers, while also extending our expertise into complementary markets. Our goal is to develop partnerships and create efficiencies by providing services that help today's typical small telecom maximize its potential, while supporting growth across adjacent and emerging markets.

The Digital Marketing Manager serves as the primary marketing resource for assigned partners, developing marketing strategies and leading the execution of integrated campaigns that drive engagement, support product adoption, strengthen partner brands, and enhance the member experience. This hands-on role manages digital marketing programs including marketing automation, email, social media, digital advertising, website content, landing pages, analytics, and vendor coordination while collaborating across departments to deliver measurable results.

JOB DUTIES AND RESPONSIBILITIES:

- Define and document product and offering requirements, including features, packaging, pricing considerations, and target markets based on structured analysis of market, competition, customer feedback, and technology trends, including development of business cases and revenue/margin expectations.
- Lead day-to-day digital marketing initiatives by establishing priorities, managing project execution, and ensuring campaigns are delivered on time and aligned with partner and organizational objectives.
- Lead the development, execution, and optimization of integrated marketing campaigns across email, social media, landing pages, online advertising, and website content updates.
- Develop, build, test, deploy, and optimize automated email marketing campaigns, including welcome, onboarding, nurture, cross-sell, retention, and promotional communications.
- Manage social media strategy and execution, including content planning, paid social advertising, audience engagement, and campaign performance reporting.
- Coordinate website content updates, build landing pages, publish marketing content, and lead digital campaign implementation while providing backup support for web administration.
- Create digital marketing assets, including social media graphics, email creative, web graphics, and campaign visuals while ensuring consistency with established brand standards.
- Monitor campaign performance, track key performance indicators, and provide regular reporting with recommendations to improve engagement, conversions, and return on investment.
- Collaborate with the Director of Marketing and cross-functional teams to develop annual and quarterly marketing plans, promotional calendars, campaign strategies, and measurable marketing objectives.



- Lead marketing support for product launches, ensuring coordinated messaging and successful execution across marketing channels.
- Write and develop marketing content for email, social media, websites, landing pages, digital advertising, and other marketing communications.
- Ensure consistency of brand messaging across digital platforms, advertising, social media, partner communications, and community outreach efforts.
- Coordinate the production of video shorts, product highlights, demonstrations, and other multimedia content to support marketing initiatives.
- Coordinate and manage external vendors, agencies, freelancers, and contractors to ensure quality work is delivered on time and within budget.
- Represent the organization at events, conferences, partner meetings, and community initiatives as needed.
- Performs other job duties and responsibilities as required to fulfill job functions or as assigned.

JOB REQUIREMENTS:

- The ideal candidate will have at least five years of progressive experience in digital marketing, marketing automation, campaign management, or a related marketing discipline.
- Strong written, editing, and verbal communication skills with the ability to develop compelling marketing content across multiple digital channels.
- Practical experience with social media management, copywriting, digital advertising, marketing analytics, and campaign reporting.
- Previous experience working with marketing automation platforms (HubSpot, Mailchimp, Constant Contact, or similar).
- Experience building automated email campaigns, customer journeys, and lifecycle marketing programs.
- Demonstrated experience developing and executing integrated digital marketing campaigns across email, social media, digital advertising, website content, and landing pages.
- Strong analytical skills with the ability to interpret campaign performance metrics and make data-driven recommendations.
- Make independent decisions and solve problems effectively in a fast-paced environment.
- Proficient in Microsoft Office; working knowledge of Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) and Canva or similar creative tools preferred.

Be a Part of Our Team! Our greatest asset is our people and we continue to cultivate an environment that retains valuable individuals who want to grow with us. Does this sound like your kind of place? If you are a qualified candidate, share our values and would like to join the CBS team, please submit your resume by email to jobs@cbsoregon.com. For more information about us, please visit <http://cbsoregon.com/>

We are a drug-free company. Applicants must possess a valid driver's license with a good driving record and have the ability to be insured under the company policy.