



## **FLI Marketing and Business Development Manager – Job Description**

Company: FLI Transportation and Logistics  
Location: Overland Park, KS  
Employee Type: Full-Time  
Industry and Job Type: Transportation/Logistics | Marketing/Business Development  
Salary: Dependent on experience

*Full-time employees are eligible for FLI's benefits package (PTO, Medical, Dental, 401K).*

FLI is currently seeking a full time Marketing Manager to join our team in Overland Park, KS. The chosen candidate will have a good understanding of paid, earned and owned media. This role leads all marketing efforts from planning/strategy to tactical execution. We are searching for a proactive individual who requires little direction and supervision.

### **Responsibilities**

- **STRATEGIC PLANNING:** Define and effectively communicate short- and long-term strategic marketing goals to the internal stakeholders. Both develop and execute all marketing tactics; we are looking for both a thinker and a doer
- **COMPETITIVE ANALYSIS:** Lead all competitive and market research and analyses
- **SOCIAL MEDIA:** Manage, update and maintain all social media platforms. Develop a content calendar, write and design all posts
- **PAID & ORGANIC SEARCH:** Spearhead SEM and SEO
- **EMAIL:** Assess and revamp our current email program for prospective and current customers
- **EVENTS:** Responsible for all trade show research, planning and execution
- **COLLATERAL DEVELOPMENT:** Write, design and develop all collateral pieces / marketing materials / sales sheets, both electronic and printed
- **TARGET AUDIENCE:** Develop target audience groups and personas based on research and customer data, ensuring our marketing efforts are tailored to our top audience groups
- **PR:** Develop and manage media relationships, including community involvement to build awareness and raise FLI's profile. Write all press releases.
- **REPORTING:** Measure and report on success of all marketing tactics, prioritizing and optimizing to best-performing strategies
- **UX:** Must have a fundamental understanding of User Experience – and have the ability to optimize our marketing efforts based on this
- Stay up to date with current marketing and transportation trends

### **Requirements**

- 3-5 years of marketing experience
- Bachelor's degree
- Graphic Design experience; skilled in Adobe Creative Suite

- Proficient in Microsoft Office; experience developing presentations and reports using PPT, Excel & Word
- Basic experience in or understanding of web design and development
- Ad agency experience preferred (but not required)
- Certifications with Google Ads and Google Analytics a plus
- Video production experience is a plus
- Remain upbeat and optimistic when dealing with challenging situations
- Persuasive storyteller
- Ability to think critically and problem solve creatively
- Exceptional organizational skills; detail-oriented by nature

Please note this is an in-person role in Overland Park, KS.

### **Who we are:**

Established in 2003, FLI Transportation and Logistics is a privately owned third-party transportation and logistics firm headquartered in Overland Park, KS. FLI offers freight management solutions for LTL, truckload, international and specialized services. At FLI we focus on the unique needs of each individual customer and provide dedicated account management to create centralized and simplified freight management solutions for our customers.

This is not an exhaustive list of duties, responsibilities and skills required for this position. This posting is intended to describe the general nature of the work involved in this job position.

FLI Transportation and Logistics is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, sex, disability, veteran, or other protected status.