



Position: Marketing Manager
Department: Sales & Marketing
Reports to: VP of Sales & Engineering
Post Date: 6/17/2026
Pay Range: \$70,000-80,000 annually

About the Company

Aquatic Development Group (ADG) is one of the leading aquatic venue specialty design-build firms and manufacturers of wave and surf experiences. For more than 50 years, we have partnered with top water parks, resorts, developers, and entertainment brands to deliver innovative aquatic experiences around the globe. Our clients include SeaWorld, Six Flags, Dollywood, Marriott, Hyatt, Gaylord Resorts, and many others.

As our Marketing Manager, you will serve as the primary marketing resource for the organization, developing strategic campaigns and communications that promote ADG's wave and surf technologies, specialty design-build services, and worldwide project portfolio. The ideal candidate is a creative and strategic marketer who can translate complex technical concepts into compelling value propositions that drive awareness, engagement, and business growth. ADG is a fast-paced, high-energy environment where no two days are alike. We're looking for a proactive problem solver, strong communicator, and organized self-starter who takes ownership of their work, collaborates effectively with colleagues across the organization, and thrives while managing multiple priorities and delivering exceptional results.

About the Role

Aquatic Development Group (ADG) is seeking an experienced Marketing Manager to lead and execute the company's marketing initiatives across multiple brands and business units. Reporting to the VP of Sales & Engineering, this role will be responsible for managing ADG's marketing programs, supporting sales efforts, overseeing content creation, and maintaining brand consistency across all communications.

This position will serve as the primary marketing resource for the organization, leading and coordinating key marketing initiatives including content development, public relations, digital marketing, advertising, graphic design, trade show and event execution, client communications, and sales support. The role will work closely with business development and sales teams to strengthen client relationships, support strategic pursuits, and drive brand awareness and lead generation across ADG's target markets.

Key Responsibilities

- Develop and execute marketing initiatives that support company sales and growth objectives.
- Create and manage marketing content including articles, case studies, press releases, social media, presentations, podcasts and email campaigns.
- Develop trade show and event graphics, coordinate participation in industry conferences, speaking engagements, and client meetings professionally representing ADG as a brand ambassador to clients, partners, and industry stakeholders.
- Develop sales and marketing collateral including brochures, advertisements, proposal graphics, presentations, and promotional materials.
- Utilize ADG's CRM platform (HubSpot), including marketing reporting, automation, and contact database maintenance.
- Maintain ADG's brand standards, digital assets, photography, and marketing materials.
- Conduct market and competitor research to support strategic business development efforts.
- Support business development efforts through the creation of sales presentations, proposals, qualification packages, award submissions, and pursuit materials.
- Manage and maintain company websites, digital content, and online presence to ensure information remains current and aligned with company objectives.
- Coordinate with external vendors, agencies, freelancers, and media partners as required.
- Track and report on marketing activities, spend and campaign performance.

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 5+ years of marketing experience, preferably in a B2B industry. (Construction, engineering, manufacturing, recreation, or hospitality-related industry a plus)
- Strong writing, editing, communication, and presentation skills.
- Experience developing marketing content, sales collateral, public relations materials, and digital communications.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva and Microsoft Office.
- Experience utilizing and maintaining CRM platforms such as HubSpot, or similar systems.

- Strong organizational, project management, and time management skills with the ability to manage multiple priorities simultaneously.
- Comfortable interacting with clients, industry partners, vendors, and leadership teams.
- Self-motivated, detail-oriented, and capable of working independently in a fast-paced environment.
- Willingness to travel as needed to support trade shows, conferences, customer meetings, project site visits, and industry networking events.
- Must be legally authorized to work in the United States.
- A positive attitude, collaborative mindset, and willingness to coordinate and manage multiple projects simultaneously.
- This is an on-site position that will be based in our headquarters in Cohoes, NY.
- Must be legally eligible to work in the US.

Why ADG?

Our team members are hardworking, dedicated and highly respected within the industries that we serve. Our reputation has been built on delivering creative and innovative solutions with a “whatever it takes” approach to client satisfaction. The foundation of our success has been built upon the talents and integrity of our employees, and we value the contributions of every team member.

As you help build ADG's success, we are committed to helping you build a prosperous and successful future. We offer challenging career opportunities, competitive salaries, and a comprehensive suite of benefits to promote the health and financial security for you and your family.

Every ADG employee is empowered to act in ways that make each day better, whether that’s lending a hand to a colleague or bringing forward a new client solution or process improvement. Individually and collectively, our work achieves results that make a difference — for our clients, our client's customers, and ourselves.

Benefits

- Competitive Paid Time Off
- Company Paid Holidays
- Comprehensive health care insurance plan that covers medical, dental, prescription, and vision.
- Competitive 401(k) program with employer matching contributions

- Daily dress code of “business casual”
- A positive work environment
- And much, much more

If interested in applying for this position, please submit resume and writing sample to: lauren.shafer@aquaticgroup.com