



Marketing Manager

Job Title: Marketing Manager

Department: Marketing

Reports to: Sales VP

GENERAL SUMMARY:

The purpose of the Marketing Manager position is to effectively manage the marketing, advertising, branding, and promotional activities of the company. The Marketing Manager is also responsible for developing and maintaining marketing strategies that meet company objectives.

Essential Duties and Responsibilities:

- Responsible for creating company marketing and brand strategy and driving projects and tactics that result from that strategy
- Responsible for identifying new marketing and branding channels and opportunities and assuring that the company is a "fast follower" of new ideas and trends
- Select and manage external suppliers to assure that deliverables are timely and fully support the company's initiatives
- Assure that company's brand and communications guidelines are up-to-date and enforced across all departments
- Approve and distribute marketing materials and communications through the CRM Marketing Manager tool
- Analyze and report on the return on investment of marketing campaigns
- Approve marketing tracks in CRM that distribute materials and communications at specified intervals
- Contact industry publications, consultants and influencers on an ongoing basis to assure that company messaging and positioning is being received and understood
- Social media management: Facebook, LinkedIn, MySpace, Twitter, and YouTube
- Manage public relations for the company through numerous media and communications outlets
- Event management: local business events, trade shows, and other various prospecting event

Additional Duties and Responsibilities:

- Assist the Sales Team as needed
- Ensure consistency of existing systems through creating, maintaining, and enforcing standards/procedures for daily activities and projects
- Develop in-depth knowledge of the service catalog and how it relates to customer's needs
- Develop training programs to develop and refine the skills of the marketing team
- Document internal processes and procedures related to duties and responsibilities
- Conduct performance evaluations and mentor those with less experience
- Review and approve the marketing team's time and expenses sheets in CRM
- Responsible for entering time and expenses in CRM as it occurs
- Understand processes in CRM by completing assigned training materials and blueprints on the CRM University
- Enter all work as activities or service tickets into CRM
- Utilize CRM Projects where applicable: to organize and manage events or various long term marketing projects

Knowledge, Skills, and/or Abilities Required: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Extensive experience in all aspects of developing and maintaining marketing strategies
- Strong understanding of customer and market dynamics and requirements
- Thorough understanding of how customers in the small to medium business market require, search, compare, and consume technology services
- Technical marketing skills
- Proven experience in customer and market research
- Highly skilled in project management: define work plans, manage project teams, and manage budget
- Proficient in general office applications
- Strong organizational, presentation, and customer service skills
- Skill in preparing written communications and materials
- Interpersonal skills: such as telephony skills, communication skills, active listening and customer-care
- Ability to multi-task and adapt to changes quickly
- Typing skills to ensure quick and accurate data entry
- Self-motivated with the ability to work in a fast moving environment