



Marketing Manager

An innovative, census based Mobile Internet measurement company is looking for an experienced marketing professional to join their team. They are looking for someone well versed in all aspects of traditional & digital marketing - everything from collateral generation and social media usage to direct mail and PR. The Marketing Manager will manage any number of specific projects, such as sales force management initiatives, client communication programs, channel marketing programs, the execution of public relations and advertising campaigns, etc while using a variety of management techniques to ensure projects achieve their objectives while keeping to established schedules and budgets.

The Marketing Manager will work closely with the VP of Sales and the VP of Marketing. Although this role reports to the VP of Marketing, the Marketing Manager will be expected to manage projects outside of Marketing - essentially managing everything tied to the a company-wide go-to-market plan.

Responsibilities

1. Design and improve the effectiveness of core marketing processes, such lead generation, brand management, and marketing communications, employing the tools of business process reengineering to ensure these processes are properly designed, and use a variety of process management techniques to keep them operating smoothly.
2. Support company-wide go-to-market plan across a wide range of programs.
3. Manage all marketing project logistics, including planning and tracking schedules; holding efficient meetings; identifying and managing assumptions, issues, and risks; and communicating status.
4. Analyzes sales, traffic, media and trends against marketing objectives in order to propose, coordinate and implement effective solutions to promotional programs.
5. Create, update and review all collateral on an ongoing basis, including sales and press materials.
6. Own ongoing maintenance and evolution of client facing website.
7. Own outbound client communication program (includes frequent email updates and webinars).
8. Work with team on development, planning, implementation and tracking of promotional programs as needed.
9. Support strategic analysis of the 5 "Cs" (Customer analysis, Company analysis, Collaborator analysis, Competitor analysis, and analysis of the industry Context.)
10. Effectively manage both internal resources and a variety of external vendors and service providers.
11. Manage overall lead generation process, including identify potential lead sources, integration of leads into sales forces, and generating lead generation KPIs on an ongoing basis.
12. Manage extensive sponsorship and speaking program.
13. Ensure that the execution of marketing programs to achieve the desired objectives and do so in a cost-efficient manner.
14. End-to-end ownership of issues with responsibility for driving closure.
15. Provide management reporting consistent with company policies and procedures.



Requirements

1. 4+ years of relevant experience, preferable in digital marketing.
2. Strong knowledge of Word, Excel, Power Point, and various web publishing tools (WordPress, etc).
3. Exceptional verbal and written communication skills.
4. High level of initiative and ability to work independently with tight deadlines
5. Proven ability to build and maintain positive relations with internal and external customers.
6. Excellent organizational and time management skills.
7. Ability to work independently and in a team environment.
8. Strong interpersonal skills.
9. Close attention to detail.
10. A Bachelor's degree.

Desired Experience

1. Marketing experience with syndicated research product background a plus.
2. Mobile background also a plus.
3. InDesign and Photoshop experience, and previous experience using Sales Force as a CRM tool, all strongly preferred.