

MARKETING COMMUNICATIONS MANAGER

Primary goal is to develop and execute marketing plan initiatives that will inform and persuade customers and sales partners thereby having an impact on increasing sales.

RESPONSIBILITIES:

- Assist in the strategic development and execution of the company's global marketing communication initiatives
- Ensure that all marketing materials do not deviate from the established visual brand language
- Use innovation to redefine marketing communications and meet the constraints of cost, tight time and quality
- Develop design briefs by articulating objectives and gathering information & data to clarify communication needs
- Develop procedures for E-Marketing/Internet marketing services to include procedures for updating and maintaining prospect information list
- Coordination with agency, sales, and technical groups to help facilitate marketing functions
- Manage FTP Site
- Use a wide range of media, including electronic and print, to meet objectives
- Facilitate meetings to discuss, interpret and prioritize marketing needs
- Provide marketing, creative, and administrative support to the sales staff.
- Provide status reports to management on overall sales and marketing activities
- Keep abreast of developments in IT, particularly design programs
- Think creatively to produce compelling/motivational ideas
- Maintain competitive research and analysis
- In addition to these typical duties, perform other duties as assigned and required
- Manage staff and growth of marketing team

EDUCATION AND EXPERIENCE:

- BS or BA in business, marketing, or related fields
- Work well in a team, with the agency and other design professionals
- Candidate should exhibit great creative instincts, be energetic, a self starter and able to work in a fast-paced environment with little supervision
- Previous management experience
- Results Oriented
- Excellent writing skills
- Must possess a working knowledge of the latest computer programs and an understanding of material costs and time limits, all of which can impact the marketing communications.
- Internet-based marketing experience
- Advertising Agency experience
- Business to Business Experience
- Small / Mid size entrepreneurial environments
- International experience
- Willingness to travel