



Director of Marketing

The MobileDemand Director of Marketing is an energetic, creative and focused team member that is adept at implementing compelling, integrated marketing programs that support the MobileDemand brand, is aligned with company goals and objectives and contributes to accelerated growth and bottom line results. The Director of Marketing will execute marketing communications campaigns to key audiences that improve brand awareness and equity; influence perceptions and purchase decisions and generate leads and opportunities for sales; engage customers, prospects and partners throughout the buying cycle to increase lifetime value; and optimize marketing investment.

The Director of Marketing will be responsible for online marketing (website, SEO, SEM, PPC, and Social Media); lead management; content creation; PR; event management and sales tools creation. Contributing creative ideas, proven project management and the ability to work closely with all departments within the company.

The Director of Marketing will be part of the executive management team and be the liaison for the rest of the marketing team.

Job Description:

The desired candidate will have a mix of experience and skills that will allow them to perform the following duties with competency.

- Supervise marketing personnel.
- Oversee and assist with creation content – web, press releases, product spec sheets, case studies, white papers, brochures, video scripts, corporate and sales presentations.
- Manage PR activities – write press releases, coordinate product placements, product reviews, sponsorships, set up press interviews and tours.
- Maintain website content calendar, assist with developing new content to keep the website fresh and relevant, report metrics, recommend, and implement improvements along with the Marketing Coordinator.
- Create specific social media promotions.
- Trade show and event management including developing and planning trade show/event calendar.
- Execute on tactics that generate qualified leads/opportunities to sell.
- Work with the President and Sales team to understand goals and objectives.
- Develop and execute new product introduction campaigns.
- Oversee marketing communications budget.



- Tactical execution of lead generation and brand building campaigns.
- Oversee and assist with writing and editing content – copy for web, brochures, white papers, case studies, press releases, presentations, videos.
- Shoot and edit photography and videos as appropriate.
- Develop and maintain a marketing customer database and lists for campaigns.
- Manage Internet, extranet and micro sites and web marketing programs.
- Serve as spokesperson as appropriate.
- Develop and implement co-marketing activities with partners.

Position Specifications:

- Extensive knowledge and expertise in strategic marketing planning and all areas of integrated marketing communications execution including database marketing, lead management, events and trade shows, Web and online marketing, creative services (advertising, direct mail, collateral), public relations and brand development/management
- Experience working with channel partners on co-marketing initiatives
- Previous supervisory experience
- Implementation of B2B technology (preferably hardware) marketing communications
- Digital marketing experience including PPC, SEO, Social Media
- Budget management experience
- Ability to efficiently gather key messages and craft into impactful written pieces, including press releases, positioning documents, collateral and web copy.
- Excellent verbal and written communications skills including public speaking
- Excellent presentation skills
- Extensive interpersonal skills
- Proven leadership skills
- Creative and innovative
- Demonstrates attention to detail
- Ability to accomplish
- Ability to roll up sleeves and perform tactical execution in addition to developing the strategy and plan
- MS Office (advanced experience in Excel, Word, PowerPoint)
- Experience working in CRM systems (Netsuite) – Preferred (will train)
- Adobe Suite (mid to high level knowledge of Photoshop & Illustrator)
- Oversee and assist with project management – proactive; attention to details; keeps commitments
- Ability to adhere to specific deadlines and budgets
- High energy, team oriented



- Outgoing personality
- 10+ years of Marketing experience preferred
- BA in marketing, communications, journalism or related degree

Compensation:

- Salary plus incentive compensation in line with experience / qualifications
- Paid vacation and holidays
- Company 401k program
- Company health plan
- Company life insurance and short/long term disability