

OPEN POSITION

Marketing Manager

This is it! A dynamic company needs a dynamic individual to lead our marketing efforts and support our fast growing company.

Duties and Responsibilities:

- Maximize ROI on invested marketing dollar
- Working with sales personnel, assist in defining segmentation and initiatives
- Define and develop an effective go-to-market strategy to grow sales for each of three product lines
- Identify, evaluate, and quantify opportunities for new products, markets, and customers
- Research and identify market trends, evaluate innovative solutions, and analyze needs-and-opportunities to position products and services as market leaders
- Monitor and evaluate competitive position, and develop competitive strategy based on SWOT analysis
- Provide value-based competitive pricing strategy
- Monitor, manage and maximize payback on contract providers
- Develop digital engagement strategy (marketing automation, SEO, social media, etc.)
- Evaluate, recommend, and manage trades shows, conferences and events

Ideal Skills and Qualifications:

- A demonstrated passion for our business
- Five to ten years of demonstrated experience
- Degree in Marketing or related field is preferred
- Digital Marketing fluency and experience
- Exceptional analytical, communication and presentation skills
- Experience in developing annual sales plans, strategy, marketing initiatives, product positioning and development, competitive analysis, client relationships, and creative services
- Ability to work under pressure with multiple tasks and deadlines
- Power-user of Microsoft Office suite, Salesforce.com, Pardot or Marketo would be ideal
- Vision oriented, "out-of-the-box" thinker
- Periodic overnight travel required

How to Apply:

- Passionate, flexible and results-oriented candidates should email resume to jobs@sencorpwhite.com