

Position Description

Position Title: Marketing Manager, Brand Protection

Reports to: Chief Marketing Officer

Effective Date: 13 November 2017

Position Summary:

The marketing manager for brand protection is responsible for creating customer facing materials that make our value propositions simple, clear, concise and compelling to be used in market development, demand generation and sales activities. These include offer specific messaging and tailored for markets, and hands on development and production of collateral, web site, direct marketing, events and thought leadership.

The marketing manager is responsible for helping the subject matter experts, product managers and go-to-market leaders to develop powerful positioning and deliverables that move our target customers to act in our favor. Reporting to the chief marketing officer, the marketing manager will execute a consistent tone, look, and feel across customer facing materials.

Roles and Responsibilities:

- Researching and evaluating new market opportunities, demand for products, and customer needs and insights.
- Development and effective constituent management and communications for overall marketing strategy and execution of plans on time and on budget.
- Knowledge and practice of how to segment markets, and successful frameworks for organizing activities.
- Demand generation programs focused on account based marketing for a select targeted group of customers
- Development of thought leadership and reference selling materials to train the sales team to be a trusted advisor to our customers, and establish the company globally as the leading solution provider for our target markets.
- Working with product development teams to identify requirements for new products based on target market unmet needs.
- Ensuring effective, branded marketing communications including the company website, print communication, and other deliverables.
- Analysis of the effectiveness of all marketing efforts.

Position Description

Desired Experience:

- 10+ years of progressively more responsible positions in marketing, marketing communications, or product marketing.
- Successful experience marketing in an industry that sells complex solutions on a global basis.
- Experience in selling to pharmaceutical customers, with an understanding of regulatory impact on supply chain and distribution partners.
- Success running demand generation programs on a global basis with emphasis on account based marketing

Skills and Abilities:

- Superior written, verbal and visual communications skills with a talent for helping draw needed content out of a highly technical organization.
- Technically adept with hands on skills in myriad marketing disciplines, techniques, and tools of the trade including written communication, website development, market research, product marketing, Microsoft software suite, Adobe software products, and creative services.
- Highly developed, demonstrated teamwork skills.
- Organized and able to structure large projects with matrixed resources to successfully deliver on time.
- Demonstrated effectiveness in holding conversations with customers, customer evangelism, and customer-focused product marketing and outreach.
- Demonstrated ability to see the big picture, the customer perspective and provide useful advice and input across the company.
- Experience managing external firms and contractors.

COMPANY VALUES

All Authentix employees are expected to embrace our Company values in the performance of their respective tasks and duties.

Always with *integrity*.....Authentixians value:

- Teaming and collaboration
- Advancing science and technology - for a better world
- Dedicating ourselves to our clients' success
- Competing and winning in the marketplace

Authentix, a leading global authentication and information services company, assists customers in combating illicit trade and managing the integrity of their global supply chains. With comprehensive end-to-end authentication solutions we help safeguard

Position Description

customers in refined fuels (e.g. gasoline, diesel, lubes, and LPG) and branded products (e.g. pharmaceuticals, agrochemicals, and spirits industries) from counterfeiting, product theft, product diversion, and adulteration. In addition, we help protect currencies for many leading central banks.

For more information visit www.authentix.com

WORK REQUIREMENTS

The work environment characteristics are representative of those an employee encounters while performing the described job. Authentix is committed to complying with all applicable provisions of the Americans with Disabilities Act (ADA), the ADA Amendments of 2008 and all applicable state and local laws concerning disability accommodation. Reasonable accommodations will be provided to individuals with known physical or mental disabilities if such accommodation would not impose an undue hardship on the company, and would enable the individual to apply for, or perform, the essential functions of the position in question.

NOTIFICATION

This Job Description is intended to describe the general nature and level of work being performed by people assigned to this job and is not considered an exhaustive list of all responsibilities, duties and required skills. This Job Description does not constitute an offer of employment. The employment relationship between the Company and its employees is "At-Will" and based on mutual consent. Authentix, Inc. is an Equal Opportunity Employer.