

Position Description

Position Title: Marketing Associate, Brand

Reports to: Chief Marketing Officer

Effective Date: 13 December 2017

Position Summary:

The marketing associate 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 specific messaging tailored for market segments, and hands on development and production of collateral, web site, direct marketing, events and thought leadership.

The marketing associate is responsible for helping the subject matter experts, product managers and go-to-market leaders develop powerful positioning and deliverables that move our target customers to act in our favor. Reporting to the chief marketing officer, the marketing associate 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.
- Knowledge and practice of how to segment markets, and successful frameworks for organizing activities.
- Support 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.
- Ensuring effective, branded marketing communications including the company website, print communication, and other deliverables.
- Support analysis of the effectiveness of all marketing efforts.
- Strong presentation skills and creating presentations with PowerPoint
- Review new customer leads and follow up as appropriate
- Assist the sales team in event preparation and follow-up

Desired Experience:

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- Practical work experience in a B2B company with exposure to marketing, marketing communications, or product marketing.
- Experience working directly with customers and comfortable interviewing customers
- Knowledge of modern digital marketing tools such as CRM and marketing automation

Skills and Abilities:

- Superior written, verbal and visual communications skills with a talent for helping draw needed content out of a highly technical organization.
- 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.