

Job Description

Title: Corporate Marketing Manager Cost Ctr: _____

Work Location: Addison, TX Position Status: Full-time Part-time

Division & Department: Marketing

Position Reports to: Senior Director, Corporate Marketing

JOB SUMMARY

Calling all marketing rock stars! We are looking for a Corporate Marketing Manager to join our fast paced, professional, and evolving marketing team. As a key contributor you would be responsible for working across the Authentix business units to identify and evaluate new opportunities to position and promote Authentix as the leader in authentication solutions in the vertical industries they serve.

To be successful in this role, you should have a broad array of hands-on experience with various elements of marketing with an appetite to expand your knowledge. Leverage your experience to create a marketing roadmap that supports the corporate priorities with a strong, consistent brand via online and offline marketing channels.

SUMMARY OF ESSENTIAL JOB FUNCTIONS

The essential functions listed below are representative of the functions that must be performed in order to satisfactorily fulfill the purpose of this job. Additional functions and duties may be assumed or assigned from time to time.

- Support strategies and tactics to boost the company's reputation leveraging digital strategies
- Maintain corporate website and develop strategy for website content, lead demand, product & solution content, management and partner content
- Design and deploy successful marketing campaigns from ideation to execution across business units. Work with third party vertical media sources to provide content, initiate advertising strategies, create outreach, and measure performance
- Leverage market / competitive research to support sales enablement
- Assist with trade show coordination
- Creating content for corporate press releases and work with subject matter experts to create content for trade publications

ROLES AND RESPONSIBILITIES

- Identify target markets and audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Evaluate new markets for core expansion opportunities
- Establish and manage an Authentix influencer strategy to include relevant NGOs, Development banks, and other influential government focused groups.
- Work closely with marketing and sales leadership in acquiring and/or producing annual competitive reviews and market research reports

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- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for our website that attracts and converts our target groups
- Coordinate the development or update of new marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze buyer behavior and adjust email and advertising campaigns accordingly

KNOWLEDGE, SKILLS AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required to satisfactorily perform the essential functions of this job.

- Strong understanding of lead generation strategies and tactics via various trade media and industries
- Strong background in marketing and business strategy including demand generation, creating content and collateral material, creating writing, and website content administration
- Data analysis of campaign results and hand off to sales teams
- Critical and creative thinking skills
- Superior communication skills, both written and oral, that can be proofed at various C-Level gates first pass
- Bachelor's degree required, master's degree a plus in marketing or business administration
- 5+ years working in a marketing department involved in creating marketing campaigns, marketing strategy, and marketing plans
- Experience with online marketing, including social media, and content marketing through media outlets
- Understanding of public relations and the news distribution channels
- Advanced communication skills to interact directly with C Level
- Ability & willingness to quickly adapt to change

WORK REQUIREMENTS

The work environment characteristics are representative of those an employee encounters while performing the 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.

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Environment: Work is performed primarily in a standard [*office/warehouse/lab*] environment. Employees may work under the stress of regular interdepartmental interaction and pressure to meet various deadlines.

Physical: Essential functions require sufficient physical ability and mobility to work in an [*office/warehouse/lab*] setting. While performing the duties of this job, the employee is frequently required to stand and/or sit for prolonged periods of time; must be able to hear and verbally communicate in order to exchange information in person or over the phone; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push and/or pull up to 25 pounds of weight; to operate office equipment requiring repetitive hand movement; to occasionally travel to other locations using various modes of private or commercial transportation.

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.