

JOB DESCRIPTION

Position Title: Director of Marketing

Department: Marketing

Reports To: EVP Client Services

FLSA status: Exempt

Position Summary:

Responsible for administering the design, development, and implementation of strategic marketing plans consistent with the organization's long-range strategic goals and objectives. Works closely with the Executive Management Team to create marketing plans to attain corporate sales and profitability goals. Evaluates the effectiveness of marketing programs and initiatives and makes changes as needed to stay abreast of changes in the marketing environment and/or company objectives.

Position Responsibilities:

- Develops annual marketing plan in support of organizational strategy and objectives;
- Directs implementation and execution of marketing policies and practices;
- Ensures marketing communications are coordinated, support marketing plan objectives and meet organizational expenditure requirements in conjunction with VP of Client Services;
- Provides leadership in the development of joint ventures, affiliations and partnership arrangements;
- Provides leadership and support for the design, development and implementation of products and services lines;
- Oversees and directs market research, and competitor analyses;
- Manages marketing services including development and distribution of all marketing collateral;
- Performs other related duties as assigned.

Essential Skills and Experience:

- Bachelor's degree in Business Administration, Marketing or related field.
- Leadership: a demonstrated ability to lead people and get results through others.
- Planning: an ability to think ahead and plan over a 1-2 year time span.
- Management: the ability to organize and manage multiple priorities.
- Marketing and service systems development and deployment.
- Problem analysis and problem resolution at both a strategic and functional level.

- Technical skills in strategic planning and marketing, business and market development, market research and planning and promotions/advertising.
- Employee training and development.
- Strong customer orientation.
- Excellent interpersonal and communication skills including presentation skills.
- High performance teams and a strong team player.
- Commitment to company values.

Beneficial Skills:

- MBA
- Marketing management within a software technology company
- Computer proficiency

Work Environment

General office. Use of PC and related software applications. No special physical demands required.