



Marketing Manager

Summary:

We are looking for a Marketing Manager who will be responsible for developing, executing, and overseeing **Prescient Devices's** overall brand and marketing strategy, including tactical plan implementation. This is a hands-on position that will develop with multi-channel, multi-touch, marketing programs, including email campaigns, social media, conferences and events, PR releases, website, and inbound strategies.

Our ideal candidate is someone who can share our story through compelling content and drive pipeline growth. The Marketing Manager thinks strategically while getting into the weeds and brings a positive energy to the team. This person should build a marketing strategy to meet our company goals while launching into execution

Our Ideal Candidate:

- You bring passion and new ideas to the table
- You understand the value of ROI and how to measure the impact of marketing
- You are a strategic business partner willing to work across all levels to achieve goals.
- This position will work closely with members of the sales and leadership teams

Essential Functions include, but are not limited to the following:

- Set annual and quarterly marketing goals and monitor performance of lead generation, funnel performance, meetings booked, engagement, product launches and automation.
- Own all marketing channels, including email campaigns, social media, SEO, pay-per-click, events, PR, webinars, product releases and inbound/outbound marketing strategies.
- Align sales and marketing goals to create accurate target personas, build prospect lists and segment audiences.
- Establish and allocate a marketing budget and resources to different channels based on performance metrics.
- Continuously track lead flow to ensure Sales channels are managed and customer success remains top priority.
- Create stellar short and long-form marketing content from emails to social media campaigns, webinars, articles and eBooks.
- Collaborate with internal Marketing, Sales, Operations, Content and Design teams and report directly to the Marketing Director.



Skills & Qualifications:

Education:

- Bachelor's or Master's degree in marketing, business management, communications (or similar degree) or the equivalent in experience.

Experience:

- 5+ years experience in demand generation, account-based marketing, field marketing or digital marketing.
- 2+ years experience in a leadership position managing other employees.
- Experience with inbound, digital or content marketing creating long and short-form copy for websites, WhitePapers, social and digital assets.
- Ability to analyze data and present it in layman's terms to stakeholders.

Skills:

- Required:
 - Strong communications skills in writing, speaking and presenting.
 - Knowledge of integrated and automated marketing platforms
 - Portfolio of successful events, webinars, social media campaigns, email campaigns, etc.
- Preferred:
 - Technology, IoT, and/or Edge Computing industry knowledge and experience a plus

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for their job. Duties, responsibilities, and activities may change at any time with or without notice.

Prescient Devices is an equal opportunity employer. At Prescient Devices we are committed to treating all Applicants fairly based on their abilities, achievements, and experience without regard to race, national origin, sex, age, disability, veteran status, sexual orientation, gender identity, or any other classification protected by law.