

## **MarCom Manager**

**Location: HQ based in Orlando, Florida – Telecommute position\***

### About MarketLauncher, Inc.

MarketLauncher, Inc. (<https://www.marketlauncher.com/>) is a boutique firm providing market research and prospecting services for technology companies and professional service firms. Our clients are primarily companies which offer complex products and services where buying decisions are made at the executive level. Our team of marketing and sales professionals develops, implements, maintains and monitors strategic programs that accelerate the sales process and help our clients achieve a predictable model for growth.

*\*Note that MarketLauncher has no physical location. Instead, we've created a unique virtual environment where every employee works from their own home-based office. Therefore, candidates may be located and able to work from virtually anywhere in the United States.*

### About the Position

We are looking for a talented Marcom Manager to join our team to help enhance and further develop the MarketLauncher brand, as well as play a key role in creating content to help drive b2b prospecting campaigns on behalf of our technology and professional service firm clients.

If you work well in a fast-paced, deadline-driven environment where collaboration is the norm and autonomy is encouraged, this may be the right opportunity for you. You will work closely with the firm's leadership team to promote brand messaging, manage marketing programs and develop marketing strategies to increase market share and brand awareness. In addition, you will collaborate with our client service and operations teams to shape and optimize programs to produce effective promotional content that help our clients achieve their sales growth goals.

The ideal candidate will be creative and enjoy working within a fast-moving, entrepreneurial environment that is mission-driven and results-oriented. You must have the ability to work independently on projects, from conception to completion, developing schedules and maintaining deadlines and be held accountable to developing a plan and executing against that plan while balancing competing priorities.

The MarCom Manager will report directly to the CEO, will lead initiatives to support the new business team, and will liaise with the Client Services Manager to provide marketing communication assets to drive our client's sales and revenue growth campaigns.

This is a unique opportunity for the right candidate to leverage prior marketing communications experience into a career-oriented position in a flexible environment.

### Responsibilities

The MarCom Manager will drive digital marketing communications and leverage resources to create compelling marketing and communication campaigns for our firm. In addition, this role will provide expert recommendations on best practices to our client marketing teams and will drive development of marketing communications assets to be used in support of our client's business development

campaigns. This primarily involves designing compelling email content with a strong call to action, and preparing background and key talking points to articulate each client's unique value proposition to serve as guidelines for our internal sales development team.

Responsibilities include creating presentations, preparing reports, email and digital marketing campaigns and sales materials. The position requires strong writing skills. Computer and internet research skills, desktop publishing or PowerPoint presentation skills are also required. Calls for flexibility, excellent interpersonal skills, project coordination experience, and the ability to work well with all levels of internal management and staff, as well as outside clients, vendors and agency partners.

You will have direct responsibility for updates to the company web site and therefore must have hands-on experience with web content management tools. Experience with HubSpot and/or other marketing automation tools is definitely a plus.

You will oversee our outside marketing agency to ensure production of materials is in alignment with the overall MarCom strategy. It is important that you have knowledge of SEO and website analytics as well as experience with digital advertising and marketing campaigns on social media.

#### **Education and Experience Requirements**

- Bachelor's degree required
- Strong work tenure: a minimum of three years experience in a sales or marketing driven organization
- Technology savvy and proficient in Microsoft Office (Outlook, Word, Excel, and Power Point), marketing automation and Social Media web platforms
- Extensive writing and editing experience in a b2b professional services environment
- Basic graphic design
- Strong analytical and communication skills
- Website analytics and knowledge of SEO
- Experience developing and maintaining social media presence

Full-time salaried position; compensation to commensurate with experience.