

Marketing Manager -- IOGEAR

IOGEAR Irvine, California

Job Description

GENERAL POSITION DESCRIPTION: The Marketing Manager will implement distributor and reseller-focused marketing programs in support of company revenue and product business unit objectives. The Marketing Manager will provide input to and support the execution of approved advertising, direct mail, user group activities, promotions, and other programs designed to create brand awareness and demand for products in traditional and targeted markets. Supervise the Marketing Specialist.

DUTIES AND RESPONSIBILITIES:

- Work with distribution partners to develop and implement approved co-operative marketing proposals.
- Provide input to Product Marketing product plans and product definition and introduce new products to targeted segments.
- Participate in market analysis, competitive analysis, product positioning and pricing promotion, forecasting, product introductions, the development of sales tools and distribution sales training.
- This position will have authority to propose programs appropriate for distribution and reseller targets, and to implement approved programs under the supervision of the Channel Marketing Manager, and in close coordination with Product Management, Product Marketing and Sales.
- Establish strategic and channel marketing plans to achieve corporate objectives for ATEN products.
- Develop and execute marketing programs to achieve stated objectives regarding revenue, profitability, and market share.
- Manage marketing budget.
- Plan and oversee execution of promotional activities including print, electronic media, trade show, direct mail, point-of-purchase displays, and signage.
- Negotiate contract terms with outside agencies and suppliers.
- Communicate with outside public relation agencies on ongoing campaigns.
- Manage development, production, and distribution of promotional and collateral materials to support sales and marketing programs.
- Analyze marketing programs and adjust strategy and tactics to increase effectiveness.
- Plan and conduct market research to identify opportunities for increased sales.
- Maintain customer database and approve the use of internal and external mailing lists.
- Review analysis of marketing surveys on current and new product concepts in order to recommend future product development.
- Provide post-event reports, analysis, and regular status reports on marketing programs.
- Plan, promote, and execute sales meetings and community and goodwill events.
- Help establish and maintain consistent corporate image throughout product lines, promotional materials, and events.
- Other duties as assigned

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work unpredictable hours, including some evenings and weekends
- Excellent communication and decision-making skills
- Familiarity with online content marketing and social media development strategies
- Working knowledge of Sales Force and SAP

EDUCATION and/or EXPERIENCE:

- Bachelor's Degree in Marketing, Business Administration, Communications or related field (MBA preferred)
- 5+ years in marketing and promotion

LANGUAGE SKILLS:

- Strong verbal communication and interpersonal skills.
- Fluent speaking, reading, and writing in English language required.

REASONING ABILITY:

- Excellent decision making abilities.
- Good time management and follow up skills.
- Efficient and extremely prompt response time.
- Strong attention to details.
- Excellent organizational skills and the ability to manage multiple priorities.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be able to perform work safely without posing harm to self or others

Sitting in chair at designated workstation for while performing assigned duties.

Common office activities.

Travel when needed: usually for trade shows.

Ability to visit vendor/contractor office facilities as needed.

COMPANY BENEFITS: