

Marketing Manager

You will own and execute the marketing strategy for our growing software company. This individual contributor position involves everything from branding, awareness and lead generation to SEO, communications and PR. To be a good fit for this opportunity you will have demonstrated creativity and hands-on experience developing and executing direct and channel marketing initiatives. You'll need experience developing measurable marketing programs that result in qualified sales leads, increased brand awareness and revenue growth.

COMPANY

Field Automated Communication Systems (FACS) is the leading provider of construction project management solutions for the AEC industry. The company specializes in leveraging the latest advances in wireless technology to provide practical, user friendly software-as-a-service solutions. Our company is private, profitable and on track for significant growth.

REQUIREMENTS

- Bachelors degree.
- Native English. Excellent verbal and written communication skills.
- Minimum 5+ years B2B marketing experience in software industry (preferably SaaS).
- Demonstrated success leading direct marketing campaigns from creation to measurement and analysis
- Proven experience with integrated, traditional and digital marketing mediums including list work, direct mail, email, Webinars, video, social media, and SEO & SEM.
- Strong background in brand strategy and development, product go-to-market strategy and execution, and messaging development / writing.
- Ability to effectively identify and manage multiple vendors, including graphic designers, list brokers, mailhouses, trade show organizers, etc.
- Proficiency with MS Office Suite.
- Fluent in Adobe Illustrator, Photoshop, and InDesign. HTML proficiency a plus.

RESPONSIBILITIES

- Lead creative direction for all marketing related activities.
- Design attractive sales materials, presentations, web pages and other promotional materials.
- Conceive, plan, execute, track and optimize company's demand/lead generation activities.
- Produce and manage company's marketing materials including presentations, case studies, brochures, webinars and product data sheets.
- Manage the company's marketing communication functions.
- Develop strategy to maximize SEM and SEO efforts.
- Update and maintain company website.
- Research, consolidate and analyze information on potential clients, projects, and competitors.
- Ability to find and work with 3rd party providers to supplement marketing efforts.

**** ONLY BAY AREA CANDIDATES WILL BE CONSIDERED ****

We offer a comprehensive compensation and benefits package including medical and dental insurance.