



Marketing Manager

We are looking for a talented and energetic individual who combines excellent communication and organization skills with a demonstrated ability to make things happen! The successful candidate will be responsible for all our marketing programs including lead generation, advertising, media, campaigns, events and partners. This is a fantastic opportunity for the right person.

Description

Responsible for creating, executing and managing a multi-channel marketing communication plan focused on sales growth, branding and product positioning.

- Create a “buzz” in the market about Metrix
- Organize trade shows, webinars, conferences and campaigns
- Develop compelling press releases, articles, brochures and web content
- Grow indirect sales through partner channels
- Continuously improve the company website
- Manage lead conversions, target lists, newsletters and product literature
- Analyze competitive landscape and market trends
- Design new sales and marketing strategies

Qualifications:

- BS in Business, Marketing or equivalent, (MBA a plus)
- Minimum 2 years experience in marketing
- Experience in email marketing, internet marketing and event management
- Knowledgeable in graphic design, copywriting and website design
- Excellent leadership and project management skills
- Outstanding written and verbal communication skills
- Exposure to the software industry is a plus

Metrix is a great place to work, offering employees a wide variety of benefits including health, life & dental insurance, 401(k) plan with company match, tuition reimbursement, onsite fitness center and a business casual dress code. For more info, visit us at www.metrix.com. Please submit your resume to hr@metrix.com

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