

Job Description

Marketing Manager

Job purpose summary

The Marketing Manager will be responsible for leading all Marketing communications and Advertising activities, as well as the leadership of the Internet Marketing and Customer training team. This role will be responsible for increasing brand awareness, generating inbound leads, and driving sales growth through effective marketing strategies.

Key responsibilities

- Develop and execute marketing campaigns to increase brand awareness and generate inbound leads, with specific metrics such as website traffic, social media followers, or sales leads.
- Create and approve global advertising material, including print, digital and video
- Manage and drive PR plan, major events, and commercial collateral
- Run internet marketing including SEO, ad-words management, web page, social media and newsletters
- Create content for customer training curriculum for our product lines
- Create all marketing collateral such as brochures, case studies and product demos
- Lead the internal marketing team and manage external resources such as Distributors, Agencies, Partners and Consultants.
- Manage marketing budget and make decisions about resource allocation

Qualifications

- Bachelor, Masters degree or equivalent experience is required
- Minimum 5 years successful experience in Marketing teams
- Strong experience with marketing automation software, analytics tools, and design software is desirable

Person-profile

- Proven leadership skills and ability to create/maintain a motivated & effective team
- Good combination of business, technical and leadership qualifications
- Passion for the social network wave and low touch marketing of tech products
- Cultural fit with the corporate culture of a young and fast-moving company
- Superb written and oral communication skills
- Self-driven, energetic and ambitious, creative and visionary
- Various language skills are an advantage, a Scandinavian language is a must
- Ability to build strong relationships with partners and customers

Reporting to: VP Sales and Marketing

Estimated travel activity: 5-10 days per quarter