



Position: Marketing Manager
Reports to: Director of Sales and Marketing
Company: Augusoft, Inc.
Location: Minneapolis, MN

Description:

Augusoft®, Inc. is the leading technology provider of web-hosted (SaaS) software products and services for non-credit continuing educational programs. We provide an integrated product suite of continuing education management solutions that help educational institutions deliver, manage and measure their continuing and corporate education, and workforce development programs.

Augusoft has an immediate opening for an experienced **Marketing Manager** who with limited direction can initiate, plan, budget, manage, coordinate, and implement marketing campaigns and activities that enhance company/product brand awareness and drives sales within the higher education IT market space. This role assists with the management of marketing consultants, interns, vendors and ensures all marketing activities are delivered on time and within budget. The Marketing Director will be responsible for management and execution of various marketing functions to drive B2B revenue growth. The position will support the sales and work with the Marketing team on brand development, website, social media, SEO and product/service launches, etc. The ideal candidate **MUST HAVE** prior work experience marketing into IT decision makers with e-marketing and traditional print marketing strategies. The successful candidate will be detail-oriented; organized and have demonstrated successful use of marketing strategies and tactics within this space, must have passion for excellence, possess exceptional writing and editing abilities.

Principal Responsibilities:

- Accountable for the implementation of quarterly project plans including: events, campaigns, public relations, and other activities supporting product/service visibility, lead generation, customer retention and brand as it pertains to the higher education IT space.
- Generate leads, opportunities, and other sales possibilities for the sales team.
- Responsible for website updates, e-marketing, ads and PR/social media creation and execution.
- Responsible for lead generation activities/campaigns, analysis of sales/marketing activities, quantitative/qualitative research and company database.
- Responsible for the management of outside vendors and consultants.
- Will support in the successful planning and implementation of IT related events and industry conferences to promote brand awareness and drive leads within the IT higher education space.
- Proactively ensure competitive research is up-to-date and useable by marketing and sales team members.
- Provide research and suggested marketing strategies that support sales and business development initiatives impacting visibility, lead generation, brand awareness and/or revenue generation within the IT space.
- Oversee marketing projects and be able to provide functional, hands-on support in all marketing department areas of responsibility. Ensuring all measurable campaigns are tracked.

Qualification Requirements

- Bachelor's degree in marketing, business and/or management with 7+ years of marketing work experience.
- Must have 3 to 5 years of experience and proven success marketing to IT decision makers.
- Proven project and time management as well as people management skills.
- Extensive experience and knowledge of marketing principals, experience with: writing advertising/technical copy, composition, design/layout, video, photography and production of marketing elements for web and print media.
- Working knowledge of Salesforce.com
- Ability to be responsible, accountable and results-driven while showing a positive attitude and outlook.
- Experience generating sales leads and performing marketing data analysis in a technical and IT/CIO (preferably SaaS/higher education) sales environment.
- Travel availability is required (average 5 out-of-town days per month, 3 to 4 times per year).

Essential Skills

- Maintain a positive attitude, is enthusiastic, self-motivated and a self-starter.
- Understand budgeting and financial management.
- Establish and maintain productive relationships internally and externally.
- Work independently and in a team environment.
- Professional phone and in-person presence.
- Gather and interpret information for research and market analysis.
- Distinguish events, promotions and tactics used by the competition and present innovative and creative solutions to overcome key competitors/sales objections.
- PC knowledge/experience and Adobe Creative Suite and Salesforce.com or like CRM is preferred.

Benefits

- Salaried position
- Paid vacation and holidays
- Health insurance
- 401k company match
- Voluntary short-term/long-term disability
- Lifelong learning class benefits
- Onsite exercise facility
- Flexible hours

Augusoft is an equal opportunity provider. Compensation is dependent upon experience. No relocation compensation is available for this position.