

Marketing Manager (Petaluma, CA)

We want to hear from you if you can:

- Build sales of educational technology products distributed through systems integrators and other resellers
- Monitor and analyze sales of products; write and execute marketing plans to increase sales; develop customer programs, sales tools, training and relationship-building events, and campaigns; and be closely involved with all segments in the distribution chain
- Work full-time in a collaborative, open, and multi-disciplinary environment
- Own a project and fight for the resources and activities needed to get the job done
- Unite the talents of graphic artists, project coordinators, sales people, and resellers in a common, coordinated mission to realize sales targets. This requires great people skills and a tremendous attention to detail

We'll want you to demonstrate that you have:

- At least a bachelor's degree and 7 years' experience in a related position in the consumer electronics, software, or educational technology industries
- B2B marketing experience
- Expertise in the concepts, practices, and procedures related to successful project management, marketing communications, and lead generation
- Successfully developed and executed marketing strategies and tactics
- Experience managing PPC programs and SEO
- High work standards
- Great organizational skills, people skills, communication habits, critical thinking ability, and business sense
- Strong writing and creative skills
- Personnel management experience
- The ability to work in a project-based environment that demands multi-tasking, ego-free collaboration, transparency, a high degree of proactivity, and a sense of humor
- Above-average proficiency in software including Project, Excel, Word, Access, Live Meeting, Outlook, PowerPoint, InDesign, Dreamweaver, and Photoshop.
- The ability and willingness to travel at least 40 days/year to tradeshow, conferences, reseller offices, schools, or other sites as necessary

If you're interested, complete the quick questionnaire at <http://polldaddy.com/s/6C01E5640CA6B164>