

Marketing Manager

Job description:

High Point Solutions is seeking to hire a Marketing Professional to promote its suite of networking and professional service solutions. The successful candidate will collaborate with High Point Solutions' sales, engineering, and channel partners to communicate product and service offerings through print ads, marketing literature, trade shows, and web campaigns. The team member will develop go-to-market strategies including messaging and creative marketing communications to customers and employees. The candidate should be willing to take ownership of projects and drive them to completion in a timely fashion; operate independently; and juggle multiple tasks and projects simultaneously in a results-oriented environment.

About us:

Founded in 1996 and headquartered in Sparta, New Jersey, High Point Solutions is a rapidly growing reseller of internetworking products and provider of a wide range of professional and managed technical services. High Point Solutions is an authorized representative for Cisco, Hewlett Packard, Juniper, Adtran and other networking equipment manufacturers.

High Point Solutions was a proud recipient of Inc. Magazine's Fastest-Growing Private Companies Award. In order to continue our rapid growth and introduce our increasing line of new products and services, we are seeking a highly qualified Marketing Professional who is looking to work in a fast paced, passionate, and team-oriented work environment.

Responsibilities:

- Execute all facets of Marketing
 - Work with Sales and Engineering Teams to develop marketing campaigns for print ads, trade shows, presentations, mailers, web campaigns and any other venues that clearly communicates High Point Solutions product and service offerings.
 - Act as a liaison with our Channel Partners to understand new product offerings and effectively communicate that information to team and customers.

- Negotiate with channel partners to effectively utilize training and shared marketing programs.
- Create an overall marketing program using creative methods that clearly communicate High Point Solutions' excellent products, services, and commitment to customer satisfaction.
- Develop sales lead generation campaigns to increase sales opportunities.
- Perform on-going market analysis to understand industry and client trends.
- Evaluate customer satisfaction and make recommendations that will improve customer loyalty and retention.
- Assist management in evaluating strategic positioning of company.

Qualifications:

- 4-6 Years of Experience in Marketing and/or Advertising preferred.
- Excellent communication and writing skills required.
- BA/BS College degree required.
- Experience in marketing of networking technologies preferred.
- Advanced user of MS PowerPoint, Excel, Project, and other Office applications.
- Demonstrated analytic skills: some understanding of consumer research, data mining, product strategy, pricing, and online promotion/Web analytics; able to measure marketing and promotional effectiveness, structure marketing tests, and track performance using marketing and web analytics.

Skills/Personal Characteristics:

- Excellent communication skills, both written and verbal
- Ambition, high energy and the will to succeed
- Motivated to work in a fast-paced, fun environment
- Teamwork oriented
- Working knowledge of Salesforce.com and Linked-In a plus