

Job Description

Forthright's Marketing Manager is responsible for executing and monitoring the company's marketing strategies for the purpose of generating qualified leads for Forthright's sales team via the execution of a vendor-subsidized marketing program.

The Marketing Manager will work directly with the sales team, IT, content staff and external vendors to generate the most qualified traffic, leads and conversions and otherwise optimize the company's marketing opportunities. Specifically, this role encompasses design and implementation of the company's marketing plan, with a focus on vendor buy-in and support - both financially and with appropriate content. It also encompasses list and lead generation, plus set-up and coordination of all email and mail campaigns.

Critical to the role are the ability to think and act strategically, as well as tactically, continued awareness of the competitive landscape, strong independence, proactive attitude, creativity, and knowledge and usage of web metrics.

Principal responsibilities will include

- Design and execute marketing business strategies that drive demand generation, revenue growth, and profitability.
- Create and manage a broad range of marketing strategies including MarCom, web marketing, lead generation, PR
- Present and maintain the image of Forthright as a leader in IT engineering and managed services
- Research and implement Web Marketing Strategies.
- Responsible for Forthright internal and external communication
- Develop an integrated marketing communications plan focused on consistently promoting Forthright and our vendors
- Present Forthright marketing opportunities to vendors and managing COOP/MDF funding for these programs
- Plan and attend trade shows and other offsite events (USA)

Requirements

- Bachelor's degree (preferred) or equivalent related experience
- 3+ years B2B marketing experience (preferably IT or related field)
- Technically savvy with ability to reduce technology concepts into clear/effective marketing communication materials
- Self-starter with strong attention to detail
- Desire to work in dynamic, high-energy startup environment
- Advanced sales and marketing skills including account planning and pipeline management
- Exceptional communication (written and oral) and interpersonal skills
- Strong organizational, multi-tasking, time-management and analytical skills
- Excellent negotiation, influence, mediation & conflict management skills
- Excellent business acumen and industry acumen