



## Marketing Communications Specialist / Manager

Job Location: New Jersey Office

### Summary

Reporting to the Senior Director of Marketing, the Marketing Communications Specialist creates, maintains and publishes product and partner collateral, sales tools, promotions and other marketing content, in support of the growth of Opengear's sales revenue. An eloquent communicator with a technical background and strong writing, creative and organizational skills, this individual will take source material from Opengear team members and transform it into a wide range of digital and offline marketing materials.

### Primary Responsibilities

***The Marketing Communications Specialist is responsible for all Content Marketing. This includes editing, creating, and managing all marketing materials to promote Opengear products and the Opengear brand.***

- Work closely with Product Managers and Creative Team to create product literature such as sell sheets, launch packets
- Work with the Channel Marketing Manager to generate promotional materials for partner programs
- Produce Top-of-funnel content, including ebooks, articles, video and multimedia posts, optimized for search and social media traffic; collaborate with the Digital Marketing Manager to promote this content
- Create, edit, and manage the production of digital and print content that is consistent with the organization's brand style, and reflects the current product messaging
- Commission, edit, proofread, schedule and publish content contributions from Opengear and Agency staff
- Manage the output of one or more freelance contributors and/or marketing agencies
- Own the editorial calendar, including responsibility for blog postings and social media coordination
- Manage the online library of sales collateral
- Continually update and optimize online content, including the corporate website and other online/social properties

### Additional Tasks

- Purchase and maintain promotional items for events and partner programs
- Assist marketing team with the organization of Tradeshows and corporate events
- Assist sales team with PowerPoint presentations
- Support an enthusiastic community of Opengear fans and promoters

### Requirements/Qualifications

- Bachelor's degree
- 5+ years of professional experience in a marketing or communications role, promoting technical products
- Familiarity with technology products and audiences
- Strong writing, proofreading and editing skills; experience writing ad copy
- Understanding of SEO/SEM principles
- Working knowledge of HTML/CSS and Wordpress
- Experience with ActOn and Salesforce, or similar tools
- Good communication skills, including ability to explain concepts to stakeholders
- Some experience with Adobe Creative Suite preferred
- MS office (at least intermediate Word, Excel and Power Point)
- Strong organizational and time management skills, and attention to detail
- Ability to multi-task in a fast-paced environment
- Occasional domestic travel may be required