

## **Marketing Communications Manager Job Description**

The Marketing Communications Manager will develop MobileAccess's messaging platform, communications calendar and manage the company's marketing communications initiatives. Additionally, this role will interface internally and externally – working with product management on new product positioning as well as interfacing with industry analysts and PR firms to expand the company's brand presence and promise. This is a high visibility position, interacting with all levels of employees throughout this rapidly growing, international company. We are looking for a highly skilled, highly motivated individual, comfortable working in a dynamic, fast moving work environment.

### **Responsibilities:**

- Manage the marketing communications function – including communications calendar, brand, PR plan, and content development
  - o Develop presentations, collateral, positioning documents and sales tools to support both internal channel management teams as well as MobileAccess's VARs, strategic carriers and OEMs
  - o Work with product management to integrate the product roadmap into a communications calendar and translate the new product value in terms of the overall company's position within the market
  - o Create a MobileAccess style guide and manage company's brand image and consistency
  - o Translate complex technical solutions in to easy to comprehend marketing messages
- Administer the company's Web-site including overall positioning, content and messaging.
- Responsible for managing the MobileAccess Partner Portal – coordinating with the channel program team on content and tool needs
- Create and manage direct/indirect marketing campaigns to enable MobileAccess VARs to drive acquisition and embedded base sales
- Work with industry analysts and pr firm to build MobileAccess brand presence and recognition
- Responsible for event management (road-shows, trade-shows, solutions fairs, company-sponsored events)

### **Requirements:**

- 7-10 years of experience in marketing and other broad range of marketing and business related roles in technology companies. Broad exposure and holistic understanding of different wireless technologies and/or in-building wireless experience is desirable.
- Bachelors Degree required – a focus in English or communications is preferred
- Must have a writing background and previous experience with creating press releases, marketing collateral and white papers
- Experience with managing a Web-site and/or portal, utilizing a CMS like ExpressionEngine as well as managing the site performance against standard Web metrics
- Experience with e-marketing campaigns (Webinars, e-mail, banner ads, search (organic and paid), Web 2.0 tools)
- Experience with branding, co-branding and managing a brand delivered via indirect distribution.
- High-energy and team-oriented candidate desired

- Familiarity with Adobe CS3/4 suite
- Some product marketing skills when dealing with technical content for difference audiences (e.g. technical and non-technical, executive level and non-executive level)
- Ability to make recommendations and work independently on most projects and programs
- Self-starter with the ability to work in a very fast paced environment.

**Company Background**

MobileAccess Networks is a leading manufacturer of in-building wireless distribution products for wireless service providers, enterprise, healthcare, government, and educational applications. MobileAccess has proven itself by providing cutting-edge technology and comprehensive turn-key implementation services to accomplish our customers' in-building wireless goals. Customers benefit from improved productivity, safety, employee retention and operational efficiencies resulting in a verifiable return on investment. More detailed information on MobileAccess Networks can be found at [www.MobileAccess.com](http://www.MobileAccess.com).