

Position: Marketing & Communications Manager

Position Summary:

- The Marketing Communications Manager works in conjunction with the Product Management, Sales Operations, and Executive Management.
- Ensure the timely implementation and delivery of collateral materials necessary to support sales and communications.
- Creates and implements go-to-market programs for both direct and indirect sales channels.

Position Responsibilities:

Essential Job Functions:

Plan, organize and implement the following:

- Collateral: Manage the inventory of all marketing materials, giveaways. Interact with vendors to place orders. Distribute materials to the sales team
- Literature: Update datasheets, white papers, and other literature based on technical inputs
- Website: Manage content updates to the corporate website and to the Sales intranet
- Electronic Media: Must be able to drive the creation and maintenance of electronic media collateral (web casts, videos, etc...)
- Update and maintain all relevant marketing documents, including weekly status reports
- Presentations: Create and update PowerPoint presentations, posters, etc.
- Tradeshows: Manage the planning and delivery of materials for tradeshows
- Events: Organize events and manage logistics, invitations, follow-ups, etc.
- Review and organize media information (advertisements, insertion orders, etc.)
- Organize and document presentation boards/posters and meeting materials
- Develop detailed schedules of communication plans for all major initiatives

Position Requirements:

- BA or BS degree
- Background in networking technology
- 5-7 years relevant experience
- Ability to multi task and work well in a fast paced environment
- Detail oriented
- Exceptional organizational skills
- Effective in building relationships with team members, superiors, vendors
- Manage cross-functionally to support department objectives
- Sound judgment and decision-making skills
- Ability to work constructively under time deadlines
- Able to negotiate effectively and be persuasive
- Strong verbal and written communication skills
- Knowledge of Microsoft Word, Excel, PowerPoint, Adobe Indesign, Pagemaker, PhotoShop, Dreamweaver, Internet

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