

Marketing Manager

Smart Software, Inc. of Belmont, MA is a leading developer of application software for demand forecasting, demand planning, and inventory optimization. In business since 1984, our worldwide customers include industry leaders such as GE, Monsanto, Mitsubishi, Siemens, Thermo Electron, Disneyland Resorts, and The Coca-Cola Company, as well as hundreds of small and midsize manufacturing and distribution companies.

We are looking for an experienced Marketing Manager who will work closely with our CEO/President and Director of Sales and manage various B2B marketing activities. This is a new position with significant potential to influence the growth of the company.

Responsibilities:

1. Sales lead generation: provide the Director of Sales with high quality sales leads. Identify and qualify new sources of leads, including trade shows, email and direct mail campaigns, advertising venues and web-based marketing activities.
2. Web site: Be responsible for updating content on website, optimizing site for search engine rankings, and analyzing data on visitors' interaction with site. Develop appropriate web-based marketing campaigns.
3. Partner relationships: assist CEO in identifying and qualifying promising new business partners. Also help existing partners and resellers to market Smart Software products more effectively.
4. Customer relationships: assist customer support staff and top management in maintaining and strengthening customer relationships.
5. Public relations: assist PR consultant with management and production of customer success stories, trade press articles, press releases, and company newsletter.
6. Marketing collateral materials: Manage, write and produce marketing materials and collateral, including information sent to sales leads and business partner candidates.
7. Copywriting: assist with writing and editing of various promotional materials and conference presentations.
8. CRM system: analyze data in company's SalesLogix CRM system to evaluate success of current marketing and sales initiatives and to identify promising new initiatives.
9. User group meetings: initiate and manage an annual user group meeting for Smart Software customers and business partners.
10. Market intelligence: monitor software competitors and maintain database of competitor strengths and weaknesses. Monitor trends in customers' industries.

Requirements:

- BA or BS degree in management, marketing, business administration or related liberal arts field
- 5+ years experience in a marketing management role in a B2B software firm or similar high tech company
- Detail-oriented, self-starter with strong, hands-on work ethic

- Excellent communication skills (telephone, face-to-face, written, presentations/demonstrations)
- Knowledge of web-based marketing programs and procedures
- Facility with Microsoft Office suite (Word, Excel, Powerpoint, Access)
- Some work-related travel
- U.S. citizen or ability to work in U.S. without sponsorship

Desirable:

- MBA degree
- Direct sales experience
- Knowledge of supply chain/ERP/demand planning software markets
- Knowledge of statistics and forecasting processes
- Experience with CRM systems, especially SalesLogix, and database querying

Email resume and cover letter with salary expectations (no calls please) to careers@smartcorp.com .