

MARKETING EXECUTIVE

The ideal candidate will have demonstrated leadership at a leading advertising/media company and/or have extensive experience with search and brand advertising. We are looking for a self-starter who can work in a rapidly changing industry, embrace ambiguity, and demonstrate the ability to provide leadership and drive marketing strategies with limited oversight. Experience in a technology-oriented environment a plus.

Responsibilities:

Work with the company's senior executive leadership and product management teams to define, launch, and drive the next generation product solutions for brand advertisers. Assume primary responsibility for driving understanding of brand advertiser and publisher needs, and development and execution of strategic marketing plans. Clearly communicate marketing strategy to senior management. Assume primary responsibility for assessing market opportunities, competitive analysis, driving understanding of customer needs and developing pricing recommendations. Develop and implement marketing programs, positioning & messaging, naming, and collateral for new and existing products. Evaluate ROI of marketing campaigns and manage expenses to a budget. Be accountable for driving plans through to implementation.

Requirements:

Bachelor's degree, with 5+ years experience.
Experience in software, Internet, and/or consulting strongly preferred.
Demonstrated strong performance in prior roles, with increasing levels of responsibility and independence; demonstrated ability to lead early stage strategic marketing initiatives.
Distinctive problem solving and analysis skills, combined with impeccable business judgment and ability to communicate with highly technical management team.
Passion for analyzing products, customers and market dynamics.
Demonstrated ability to be both strategic and hands-on.
Superior written and oral communication and interpersonal skills.
Proficient PowerPoint and Excel skills.