

Marketing Communications Specialist

Avtec, a privately-held company that designs, manufactures, and sells mission-critical radio consoles for command centers, has an opportunity for an energetic and motivated individual to join our staff. Our customers include major airlines, railways, military, homeland security, and public safety organizations across North America. This is an opportunity to be part of a small, focused organization with international reach, with a product that lies at the heart of 911 call centers, railway classification yards, and airline dispatch centers.

JOB DESCRIPTION

The marketing communications specialist will be working in the Marketing Communications department to effectively promote Avtec's products and services and create leads for the direct and indirect sales force. This position involves the following duties:

1. Public Relations

- Implement public relations and communication plan and campaigns
- Manage a comprehensive public relations program including pitching to local and national media
- Develop and sustain contacts with local, national, and trade media delegates
- Build strong relationships with conference organizers and influencers to promote company at industry events
- Research, pitch, secure, and manage speaking opportunities at industry events, nationally, regionally, and in vertical markets.
- Research, write, and edit press releases, e-newsletters, brochures, and video scripts
- Research and analyze coverage, and make recommendations on how to increase results by adapting PR programs.
- Represent the organization to external constituencies: media, service agencies, customers.

2. Marketing & Communications

- Focus on closed-loop, integrated, inbound and outbound marketing campaigns
- Experience creating messaging for social media channels – including WordPress, Facebook, LinkedIn and Twitter – and an understanding of how to build a community of followers across channels
- Prepare and manage web content, social media messages, and online promotions
- Assist in the development of social media schedule for corporate blog and help manage all internal blog contributors.
- Provide project management oversight and collaborate with internal and external service providers.
- Assist with creating advertising materials/campaigns to effectively represent the company's products and services to customers, prospects, and channel partners.

- Research and write customer success stories and testimonials
- Continuously monitor and analyze campaign results and adjust activities for improved ROI

3. Lead Management and Demand Generation

- Define demand targets, pipeline contribution, budget, and campaign metrics
- Oversee lead-generation activities for industry trade shows and track results using company's CRM (Salesforce.com)
- Author "top of funnel" content for inbound marketing campaigns
- Continuously evaluate communication, campaign, and lead-generation

REQUIREMENTS

- Excellent written and verbal communication skills.
- Self-motivated with the ability to work well both in groups and independently.
- Positive, customer-centric, diligent, and attentive to detail
- Able to work effectively across company teams, and execute on projects and initiatives
- Ability to work under deadline pressure and extra hours if needed on assignments.
- A can-do attitude and desire to learn and grow.
- Adhere to company and team values, ethics, and standards.
- Local and domestic travel: 5-10%

EDUCATION/TRAINING

Bachelor's degree in journalism, communications, marketing, or public relations or educational/experience equivalent.

EXPERIENCE

- 3-5 years of marketing communications experience, preferably in the technology sector
- At least three years of solid writing and editing experience, preferably with technology products.
- Must have demonstrated experience applying Associated Press Style Guidelines to written materials