

# Job Description

## Marketing Manager USA

\$90,000 - \$110,000 + benefits

Based: Los Gatos, California.

Start: ASAP.

### The position

Dynmark is seeking an experienced marketing professional to head up the US marketing function. The successful candidate will be working alongside the company's founder and CEO in the US office in Los Gatos, California. The ideal person will thrive on commercialising emerging technologies and working under pressure. You will be responsible for developing and deploying comprehensive multi-channel marketing initiatives for both consumer and business focussed products. You will also be responsible for search and selection of a crack team of marketers, creatives and key external resources to assist the marketing and communications functions.

The ideal candidate will be able to demonstrate a successful track record of managing marketing, sales promotions, public relations, analyst relations, and social media activities in either the technology, online or telecommunications sectors and be confident with both B2B and consumer focussed activities. A thorough grasp of the creative process, copywriting, account management and management of PR, advertising and creative agency resources is necessary.

### Principal Duties

- Develop and then implement the company's US marketing and communications plan
- Manage and maintain a small dedicated team
- Manage all lead generation via social, online and offline activities including Public and Analyst relations, Twitter and Facebook activities, Pay per Click and natural search campaigns as well as search engine optimisation.
- Manage creative agencies
- Working with clients to produce newsworthy case studies
- Generate DM campaigns, press releases, newsletters and other communications
- Production of clear and concise reporting for management purposes

### Skills and Experience

- Excellent people skills
- Excellent communication, writing and proofing skills
- Good experience of Microsoft Office applications
- Excellent phone manner

For more information about WIZ Messenger visit [www.wiz.co](http://www.wiz.co)

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