

BOGEN[®]

COMMUNICATIONS, INC.

E M P L O Y M E N T O P P O R T U N I T I E S

MARKETING COORDINATOR – ORLANDO

Bogen Communications, Inc., develops, manufactures, and markets telecommunications peripherals and sound processing equipment. Bogen sells products to commercial, industrial, professional, and institutional customers worldwide, and was founded over 80 years ago. Please visit our website at: www.bogen.com

Overview of Position:

The Marketing Coordinator will provide business line support for planning and executing outbound marketing programs, channel support, and sales support for all Bogen solutions. This position requires you to focus on tactical execution of department initiatives - Interact with sales and product development, ensure all marketing material content accurately reflects the benefits key to end-users - and help develop product positioning and messaging that differentiates our solutions in the market.

Essential Job Functions (not a complete list):

- Cross functional communications: Sales enablement – communicate the value of proposed solutions to the sales team and develop marketing tools that support the selling process.
- Product launch – create and execute the communications plan for the launch of new products and releases and manage the cross-functional implementation of the plan.
- Market intelligence – be a channel buyer expert - Know how they buy/their criteria - Know your competition.
- Demand generation – develop and execute the marketing programs that drive demand for Bogen solutions.
- Develop/define/perform market segmentation, competitive intelligence, purchase motivators, use-case scenarios, and customer personas.
- Create and manage lead generation plans, customer retention programs, branding, brand awareness activities, marketing campaigns, and media relations
- Creation and manage sales support materials and marketing collateral, white papers, brochures and data sheets, presentations, website content, social media content, blog posts, case studies, press releases, FAQ's, other special purpose print, digital and video content.
- Create and tracking customer metrics, consumer feedback, customer satisfaction.
- Developing standardized sales presentations, proposals, scripts, etc. that support sales/channel partners
- Assist in creating and executing go-to-market plans for new product launches.
- Support marketing team by coordinating day-to-day activities that lead to completion of projects by scheduling and managing tasks in planning tool.
- Support the planning and execution of channel events, tradeshow, and other company sponsored promotions and events by assembling and coordinating requirements; establishing contacts; developing schedules and assignments; and coordinating mailing lists.
- Performing competitive analysis, providing insights and capturing performance metrics for products and marketing campaigns.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

Required Knowledge & Skills:

- In-depth knowledge of sales and marketing processes.
- Strong sales support, project management and training skills.
- Ability to develop effective working relationships across all segments of the business.
- Experience critical thinker, market research strategies, and good problem-solving skills.
- Demonstrated ability to handle multiple assignments simultaneously.
- Efficiently work under pressures, deadlines, and stretch extra hours to complete assigned task.
- Proven experience in various market and customer research methodologies.

Qualifications / Education / Certification:

- Bachelor’s degree in Marketing or Communications (or equivalent education & work experience).
- Minimum of 2-years of experience as a Marketing Coordinator in a high-tech product development environment.
- Experience in software-based products and/or enterprise solutions; Commercial and/or Consumer Audio industry experience is a plus.
- Highly skilled in the use of MS Office Suite (Outlook, Word, PowerPoint, Excel), Adobe Acrobat DC, and tools such as Salesforce, Emma, Wordpress, and other CMS tools.
- Highly effective communicator.
- Strong problem solving/analytic skills.
- Strategic thinking and planning capabilities.
- Excellent organization - able to prioritize work responsibilities with competing deadlines.
- Collaboration Skills.
- Self-driven motivation and initiative.
- Strong creative outlook.
- Conduct themselves ethically at all times.

Personality: Self-driven and results-oriented. Responsible, reliable, and accountable. Committed to consistent attendance and punctuality. Willing and able to work as a productive member of a team.

NOTE:

This description excludes non-essential and marginal functions of the position that are secondary to the performance of the fundamental job duties. Furthermore, the specific examples in each section are not intended to be all-inclusive. Rather, they represent the typical elements and criteria considered necessary to perform the job successfully. Other job-related duties may be assigned by the team member’s supervisor. Furthermore, this description is subject to change, at the sole discretion of the Company, and in no way creates an employment contract, implied or otherwise; each team member remains, at all times, an “at will” team member.

Location.....3862 Quadrangle Blvd., Suite 150, Orlando, FL 32817

Hours..... Normal working hours are 8:30am to 5:00pm Mon-Fri.
Earlier hours, weeknights and/or some weekends may be required by management.

Compensation.....Competitive starting salary and generous benefits (401k, Dental, Life, Medical, Vision)

Only candidates of interest will be contacted.

Thank you for your interest. Please email your resume with salary requirements to:
estoffer@bogen.com



Bogen Communications, Inc. is a leading provider of sound systems and telephone peripherals for commercial, industrial, and institutional applications. Bogen's Telco line of business provides the corporation a leadership position in the U.S. overhead paging market segment. Bogen's Commercial and Pro Audio line of business, along with Bogen's NEAR and Apogee Sound brands, expands the Bogen family of products to address applications ranging from single speaker systems to large-scale concert music systems. Bogen's Engineered Systems line of business allows the corporation to successfully address school intercom, signaling, and media control, holding significant market share in the U.S.