

Job Description: **Marketing Director**

Bulbstorm (www.bulbstorm.com) is a leader in social media and growing aggressively. We are seeking an experienced and accomplished Marketing Director to develop and implement our long and short term marketing plans, build a marketing team and ensure we use leading-edge strategies in our online marketing programs.



Responsibilities

- Develop and execute comprehensive marketing plans and programs, both short and long range, to support sales and revenue objectives of organization.
- Lead website design and functionality
- Develop and manage the marketing operating budget
- Oversee all marketing functions including PR, digital, analytics, social media, tradeshows and any other campaigns
- Implement campaigns to develop quality leads including SEO, PPC and other online campaigns that include the creation of website content and landing pages
- Oversee the development and production of promotional and collateral materials
- Ensure the effective control of marketing results, and take corrective action to guarantee that achievement of marketing objectives falls within designated budgets
- Lead social media strategy and campaigns for branding, acquisition and retention
- Monitor competitive products and marketing activities
- Guide preparation of marketing activity reports and present to the executive team
- Establish and maintain relationships with industry influencers and key community and strategic partners

Requirements

- Extensive B2B marketing experience, with 4+ years of experience in managing a marketing team, digital marketing is a plus
- Ability to work independently
- SEO, PPC and SEM experience
- Experience in deployment of Web 2.0 technologies including blogs, social networking, RSS feeds, social groups and social media
- Excellent writing skills
- Agency experience is a plus
- BA or BS degree in a related field, MBA preferred
- Self-starter with a high energy level
- Strong communications skills

Key Competencies

- Analytical - Synthesizes complex or diverse information; Collects and researches data
- Design - Generates creative solutions; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions
- Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities
- Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Able to build morale and group commitments to goals and objectives
- Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Fosters quality focus in others; Improves processes, products and services.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks

Compensation

- Competitive Salary
- Options
- Health and other benefits

To apply, please submit cover letter and resume
careers@bulbstorm.com