



## **Position: Manager of Marketing and Corporate Communications**

### **Job Description:**

This position will manage all of LAN-TEL's marketing and corporate communications initiatives; the website, social media, email campaigns, content development, public relations, customer events, and trade shows. This role will also involve the support of the sales and business development teams in sales operations, interacting with customers, and closing business.

### **General Responsibilities:**

- Develop and launch marketing campaigns and measure ROI
- Continually update website and monitor analytics for use in future marketing initiatives
- Manage and track activity of the company's social media sites
- Ensure Search Engine Optimization
- Analyze marketing and sales data and develop recommendations for sales and business development teams
- Create marketing collateral, brochures, advertising, and public relations pieces
- Collaborate with sales and business development to continually grow and update the marketing contact database and email list
- Coordinate all customer marketing events, trade shows, and seminars
- Build relationships with media outlets and journalists to facilitate placement and advertising of company information and events
- Assist sales teams in developing winning proposals and following up on customer leads

### **Desired Qualifications:**

- BA/BS or equivalent experience of at least 3-5 years in a marketing/corporate communications role
- Proficiency in using and managing social media in a business environment
- Experience in creating marketing collateral and crafting content for the web
- Expert writing and grammar skills
- Ability to communicate effectively with customers both in person and via written communications
- Knowledge of Search Engine Optimization techniques, analytics software, and key word tools
- Fluency in MS Office Applications, Adobe Creative Suite and Word Press
- Knowledge of Salesforce.com



**Pay and Benefits:**

In addition to a competitive base salary, LAN-TEL offers an extremely generous compensation package that includes the following:

- Medical, Dental and Vision Insurance
- Short and Long-Term Disability Plans
- Life Insurance
- 401K Plan with Company Matching
- Profit Sharing
- Paid Vacation and Holidays

Please send resume to:

Kate Waldron, Vice President  
kwaldron@lan-tel.com