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| Job Title: | Product marketer with social media B2B marketing experience |
| Company/Department: | Ericom Software Marketing Dept. |
| Location: | Jerusalem, Har Hotzvim |
| Reports to: | VP Marketing |
| Type of position | Full-time Part-time |

JOB DESCRIPTION

If you're a multi-talented, multi-tasking, hard working Product Marketer who also understands the ins and outs of the social media marketing ecosphere, Ericom (located in Har Hotzvim tech park, Jerusalem) wants to talk to you.

Key responsibilities include:

- Developing techno-marketing material/content for thought-leadership demonstration, blog posts, sales decks, solution definitions, competitive analysis, technical Web content, etc.
- Assuming a key role in defining and executing a social media marketing strategy and plan
- Assisting the marketing team in defining product go-to-market plans
- Collaborate with marketing content and lead generation teams to execute on brand exposure and market awareness goals

Product Marketing (~50%)

- Develop sales/marketing approaches based on understanding product buyers, users and influencers
- Recycle insight from the field, customers and partners back into messaging, market opportunity assessments, etc.
- Identify marketing gaps and opportunities by monitoring industry analysts, competitors, and input from Sales and customers
- Assess market opportunities as an input to business planning
- Work with sales teams on sales enablement activities and deliverables including sales collateral and other effective sales tools, training materials, training sessions, competitive comparisons, etc,
- Work closely with Analyst relations and Public relations to maximize and influence coverage by industry analysts, press, and other thought leaders

Social Media Marketing (~50%)

- Plan the strategy and management of social media platforms utilization to:
- Increase awareness to the company
- Generate leads
- Own the social media marketing front - blogosphere/LinkedIn/Twittering/etc mediums – understand the value and approaches of each platform in the context of each product line, and be able to set key goals to measure social media activity success
- Use creative social media marketing techniques to maintain a constant flow of communications to our customer base and industry
- work closely with other members of the marketing department to ensure tight integration of

all marketing efforts.

WORK EXPERIENCE REQUIREMENTS

- 5-7 years experience in software product marketing for enterprise/business (IT software products – a definite plus)
- Proven social media marketing experience a Must - able to demonstrate examples of effective documents and social media campaigns/projects past delivered
- Experience with marketing automation and/or online marketing software
- Flexible skills set, able to take on a variety of roles
- Very good communicator – written and verbal. English mother tongue
- Excellent teamwork skills, down-to-earth practical personality

EDUCATION REQUIREMENTS

BA /MA in relevant field

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Contact details

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