



Join the experience revolution

At VoiceFoundry we are passionate about creating the ultimate customer experience. We specialize in the delivery of cloud-based enterprise contact center solutions and are uniquely focused on helping businesses improve customer engagement while maximizing the benefits of the cloud with Amazon Connect. Our expertise is focused on AI & natural language automation, CTI, enterprise integration, user experience design, analytics, managed services and workforce optimization. VoiceFoundry has a strong entrepreneurial spirit with a fast-paced environment, culture of innovation and relentless pursuit of customer success. Our team strives to make every customer interaction intelligent, natural and downright enjoyable.

Product Marketing & Communications Manager

We are currently looking for a dynamic Product Marketing Manager, responsible for the creative execution of brand, communication and product marketing initiatives to fuel business growth. You will be an important member of our team, reporting to VP of Marketing and focused on managing corporate brand initiatives, communications, campaigns, product positioning, partner interactions and content development to assist driving opportunities for partners and a direct sales organization.

- Develop and manage marketing and communication strategies to enhance and drive brand awareness for VoiceFoundry solutions. Coordinate creation of advertising, direct mail, product promotions, email campaigns and other brand awareness-building marketing programs.
- Work with partners and sales managers to develop referrals and customer success stories.
- Collaborate with internal and external contacts to ensure the corporate website continues to be engaging, fresh, and relevant in order to grow unique visitors and drive new prospects.
- Manage targeted online marketing campaigns including: micro sites, landing pages, e-newsletters, email blasts, online advertising, search engine optimization and link strategies.
- Coordinate with internal teams to create fresh new content for blog and inbound marketing initiatives.
- Support product management with developing product positioning and messaging as well as writing content for solution collateral used in the sales process.

Desired experience and skills:

- 3-5 years of marketing experience with B2B marketing.
- Track record of success in executing strategic marketing plans and digital programs for small to mid-sized consumer focused or B2B organizations.
- Experience working with large partners on marketing communication and campaigns for lead generation.
- Experience with establishing a new brand and/or rebranding efforts is a plus.
- Current knowledge of marketing principles and practices including social media (Facebook, Twitter, LinkedIn, Google+, SlideShare, and corporate blogs). Experienced at implementing and measuring the impact of social media.
- Demonstrate excellent writing and verbal communication skills.
- Proficiency with Word, Excel and PowerPoint. Experience with marketing automation systems such as Marketo, Silverpop, or HubSpot. We currently use MailChimp.
- Must be exceptionally organized, able to prioritize from many competing tasks, think creatively, have strong attention to detail, be a self-starter who enjoys the hands-on nature of a small to mid-sized B2B company
- Must be a team player who will collaborate across the organization to achieve corporate goals.

Contact Kimberley Drobny, VP Marketing. kimberley.drobny@voicefoundry.com