

Marketing Associate

LTI DataComm Position Description

Please email resume and salary requirements to jobs@ltidata.com. LTI DataComm, Inc. is an EEO Employer and all qualified candidates will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex.

Position Summary			
Location	Sterling, VA USA	Req'd Travel	25%
Reports To	President, LTI DataComm, Inc.	Manage Others	No
Department	Marketing	Employee Type	Full-Time
Division	Sales	Clearance	N/A
Req'd Experience	4 years of related experience	Base Pay	Competitive
Req'd Education	4 year degree in related discipline	Other Pay	401K/Profit-sharing, Life and LTD , Medical, Dental, Employee Stock Purchase Plan

Description: Under the direction of the V.P. of Sales, assumes responsibility for the marketing strategy, executing & marketing programs that increase awareness, lead generation & sales success for LTI DataComm & its subsidiary. Implementing & overseeing marketing programs that effectively describe & promote the organization and its products.

Essential Functions

- Research, coordinate, support & manage all external events & internal seminars/webinars, including pre-show marketing, vendor management , staff communication/coordination, on-site support as required, logistics & post-show follow up/analysis
- Have primary support & administrative responsibility for SF.com including user setup, training, custom report writing & marketing campaign/event performance measurement analysis
- Assists in managing of Vendor Co-op Marketing Funds including acting as vendor liaison
- Assists in creating and posting website updates ensuring these updates are aligned with corporate marketing strategy
- Assists in the planning, development and implementation of marketing campaigns targeted at prospects and existing customers
- Assists in development & production of sales support materials, product collateral and promotional items as needed
- Communicates to Sales team on campaigns, messaging and tools available
- Assist in identifying customer stories that may become case studies & other PR initiatives including, but not limited to customer references & quotes while ensuring compliance with corporate identity standards
- Responsible for capturing all marketing expense & ensuring they tie to the marketing budget.
- Assist with product sales/maintenance renewals as needed

Supervisory Responsibility: No

Qualifications:

Requirements

- Principles, practices & vocabulary of Marketing within Federal Government Sector relating to Telecom & Technology products & services
- Principles & practices of marketing concepts, tools & strategies utilization
- Excellent knowledge of marketing communication vehicles
- Proficient with MS Office Suite; knowledge of Photoshop, HTML, SharePoint & Quark Express a plus
- Proven creative & strategic abilities in the development & implementation of successful communications programs

Abilities /Skills:

- Excellent organizational, written & oral communication, interpersonal & problem-solving skills
- Ability to facilitate cross-group collaboration
- Ability to work in a team environment
- Ability to meet deadlines & handle numerous projects at once

