

Marketing Associate

LTI DataComm Position Description

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	Director, Marketing	Manage Others	No
Department	Marketing	Employee Type	Full-Time
Division	Corporate	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 Director of Marketing, assumes responsibility for assisting with marketing strategy, marketing programs and their execution, which increase awareness, lead generation and sales success for LTI and its subsidiary, Nova Power Solutions. Implementing and overseeing marketing programs that effectively describe and promote the organization, its products, services and solutions.

Essential Functions:

- Research, coordinate, support and execute external events and internal seminars/webinars, including pre-show marketing, vendor management, staff communication and coordination, on-site support as required, logistics & post-show follow up/analysis.
- Have primary support and administrative responsibility for SF.com; including user setup, training, customer report writing & marketing campaign/event performance measurement and analysis.
- Assists in management of Vendor Co-op Marketing Funds including acting as a vendor liaison.
- Assists in creating and posting website updates and SEO, ensuring updates are aligned with corporate marketing strategy.
- Assists in the planning, development and implementation of marketing campaigns targeted at prospects and existing customers.
- Communicates to Sales Team on campaigns, messaging and tools available as resources.
- Assists with identifying customer stories that may become case studies and other PR initiatives including, but not limited to, customer references & quotes, while ensuring compliance with corporate identify standards and customer restrictions.
- Responsible for creating marketing codes to capture all marketing expenses and ensuring tied to marketing budget.
- Other responsibilities as assigned.

Supervisory Responsibility: No

Qualifications:

Requirements:

- Principles, practices & vocabulary of Marketing within Federal Government Sector relating to Telecom & Technology products & services
- Excellent knowledge of marketing communication vehicles

Abilities/Skills:

- Excellent organizational, written & oral communication, interpersonal & problem-solving skills
- Ability to facilitate cross-group collaboration

- Principles & practices of marketing concepts, tools & strategy utilization
- Proficient with MS Office Suite; working knowledge of Photoshop, HTML, SharePoint & Quark Express a plus
- Proven creative & strategic abilities in the development and implementation of successful communications programs
- Ability to work in a team environment
- Ability to meet exacting deadlines & handle numerous projects at once

