

Position: Senior Marketing Manager or Director of Marketing

Location: New York, NY



About Us:

HookLogic is a rapidly growing technology company that powers e-commerce media, a revolutionary way for brands to connect to shoppers in and around the e-commerce environment. For retailers, HookLogic drives a new, high-profit, media-based revenue stream. For marketers, HookLogic creates unprecedented opportunities to influence in-market shoppers at key decision points. Clients include Expedia, Hotels.com, Staples, Overstock.com, and Kiddicare.com. Learn more at www.hooklogic.com

What we're looking for:

The position offers an entrepreneurial opportunity with unlimited range, scope and growth potential. In this position, the successful applicant will work alongside senior management (reporting to SVP of Sales) and be responsible for developing and maintaining marketing strategies to meet organizational objectives. The candidate needs to think comprehensively about marketing, with an intimate working experience in Corporate Communication / Public Relations, Thought Leadership, Product Marketing, Lead Generation, and Events.

Key Responsibilities:

- Design, implement, and facilitate annual marketing plan in conjunction with senior management and sales department, which details activities to follow during fiscal year
- Administer marketing budget for corporate and product-level initiatives
- Build and refine HookLogic's brand and reputation in the marketplace
- Oversee external corporate communications, including supervision of PR and other marketing agencies.
- Lead HookLogic marketing event activities, including presence at trade shows and other industry/client events
- Organize and execute an aggressive trade show schedule
- Drive thought leadership in marketing through speaking engagements, guest blogging, and other channels
- Grow relationships with key industry influencers, including trade organizations, trade press, and analysts
- Oversee firm's online marketing efforts including ownership of website design and maintenance
- Oversee creation, production, and distribution of all marketing materials and sales tools
- Oversee both internal and external corporate communications activities to that meet company core values
- Make staffing and hiring decisions within marketing department

Desired Skill Set:

- College degree with concentration in Marketing, Business, or Communications
- 5+ years' experience in all facets of B2B SAAS marketing, experience marketing to ecommerce and retail industry a must
- Must be thinking strategically, yet working tactically to execute
- Must be a self-starter, highly organized, and able to work well with teams at all levels in the organization; polished presentation and interpersonal skills.
- Strong leadership and consensus building skills; marketing management and strategic planning experience; proven track record in developing and administering marketing programs
- Ability to develop marketing materials that creates a compelling case for various solutions offered by the company
- Experience in creating successful presence at trade shows and willingness to travel to coordinate all efforts
- Experience managing a PR and advertising agency to effectively execute agreed marketing plans
- Needs to be a Salesforce.com ninja

Benefits package includes:

- Competitive salary
- Medical / Dental / Vision
- Equity in a high-growth start up
- Lucrative bonus plan

If you feel you are the right candidate, please send your resume to careers@hooklogic.com.