



Corporate Marketing Manager
SALES & MARKETING - NJ
EOE M/F/D/V

Full-time Exempt

13 January 2009

Job Code: E2486-15180
Salary Band: EE07

RESPONSIBILITIES: This position manages the marketing of all IEEE digital subscription products to corporations worldwide and is responsible for driving increased growth in the corporate marketplace. The incumbent will be responsible for development and implementation of strategies to market IEEE information to corporations. He/she will motivate and train account managers, sales representatives and dealers around the world to sell our products to corporations. This person will expand usage of existing customers to drive growth and secure renewals. He/she will work closely with Direct Marketing Mgr on product promotions to increase leads for new and existing products as well as work with the IEEE sales team to provide them with product and industry knowledge, sales tools and training. The incumbent will work with product management in the development of new products to reach new markets and enhance current products to grow existing markets. He/she will develop powerpoint presentations to demonstrate value of IEEE information for meetings with key prospects as well as develop and implement marketing plans to top corporate prospects worldwide. This individual will develop monthly revenue forecasts for the corporate marketplace and develop research projects to better understand information needs of users using tools such as surveys, focus groups and customer interviews. He/she will deliver presentations to a large audience of customers, industry professionals or internal stakeholders and correspond with Members, Customers and Prospects as needed. Other ad hoc projects as needed.

REQUIREMENTS: Bachelors degree in marketing or other business related field. Masters degree a plus but not required. 5 years experience developing skills outlined above, preferably in a marketing or sales environment. He or she must be a savvy knowledge worker who seeks out solutions to business challenges. Must be able to demonstrate the following skills: Proven ability to work in an unstructured, fast-paced and results driven environment; manage own projects, planning and scheduling implementation of activities, coordinating and developing marketing plans, and problem solving skills. Must have experience in communicating and presenting and conveying ideas to a group or audience. Also required: strong organizational skills; PC skills: Microsoft Excel, Microsoft Word, Powerpoint; experience with CRM databases particularly Salesforce.com helpful; experience with e-marketing programs helpful; strong copy writing skills helpful. Must have the ability to establish and develop rapport quickly, communicate ideas clearly, gain consensus effectively and have a customer satisfaction orientation. These are critical in this position. Frequent contact and coordination with other groups are also key to the success of the individual. The position interfaces with inside sales staff, field sales staff, worldwide dealers, product managers as well as worldwide customers.

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