



Job Description - Marketing Communications Manager

The Marketing Communications Manager will provide a broad range of communications and marketing support to the organization.

Duties and Responsibilities

Marketing Communication

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, case studies, brochures, and Massini Group website
- Provide writing and editing support for all marketing collateral including all promotional materials, case studies, website content and monthly newsletter
- Coordinate webpage maintenance—ensure that new and consistent information (case studies and service offerings) is posted regularly
- Make the Massini Group web site an increasingly successful selling tool

Tradeshows

- Plan, organize and coordinate activities for annual Executive Council on Small Business (ECSB) and Corporate Executive Board (CEB) trade show and executive roundtable
- Manage all event logistics including coordination of booth, marcom pieces, dinners and entertainment
- Assist in developing new revenue sources through management of (CEB) relationship

Additional Experience That Would be a Plus

- Social media marketing experience for sites such as LinkedIn and other relevant sites
- Direct marketing – particularly in the area of email marketing and B-2-B outbound telemarketing / lead generation and/or outbound telesales
- Working knowledge of salesforce.com

Relationship Management

This individual will creatively build relationships with key constituents within CEB, prospects and designated key accounts. These responsibilities may include but are not limited to hosting and participating in social events that may include entertainment for key relationship building opportunities. These events will be designed to lead to business opportunities for Massini Group.

Qualifications

- Requires excellent written and verbal communications
- Ability to effectively work under tight deadlines and manage projects independently
- Resourcefulness in solving problems
- Excellent people skills and an upbeat and enthusiastic attitude
- Strong organizational skills and keen attention to detail.
- Strong computer skills



- Superior professionalism and judgment
- Strong work ethic
- Five of more years of experience in program development and marketing