



Marketing Manager

Experience required: 5-8 Years

This position reports directly to the Vice President of Marketing and plays a key role in managing and executing on various marketing programs to influence and help drive channel and direct sales, and overall positioning of the BCM One brand, a fast-growing nextgen communications and managed solutions provider.

The Marketing Manager will oversee master agency sponsorships, industry and regional events, email campaigns/drip campaigns, lead management, content development, and assist with the management of our HubSpot CRM system. Additional special projects may also be assigned.

Location of Position: Hiring for professional talent, therefore could be a remote position within the United States.

PRIMARY RESPONSIBILITIES include the following:

- Manages and executes on key master agency marketing sponsorships. Works closely with the channel sales team to ensure sponsorships are leveraged to the fullest. Includes coordinating and managing channel agent webinars, regional and industry events, email blasts, content asset updates and overall program management.
- Manages virtual and on-site events that include coordinating the proper BCM One representatives to attend, developing the messaging and strategy for presentations to help drive channel sales, and perform overall analysis of lead results post-event.
- Manages strategic webinars for direct sales team, strategizing on the best topic or solution, developing the content, coordinating speakerships and managing entire process from start to finish.
- Develops email campaigns for channel and direct sales lead generation activities to drive sales. Creates compelling copy; builds a cohesive program that includes email/drip campaigns, BDR sales involvement, and use of sales tools such as DiscoverOrg/Zoom and LinkedIn Sales Navigator; performs post-campaign activities that include gathering marketing campaign data, evaluating the impact of strategies, and reporting the results.
- Manages leads from digital marketing efforts, including analyzing leads as they come in from company website and distributing to the appropriate sales rep. Generates monthly lead reports to analyze the results and sales rep follow-up.
- Manages HubSpot CRM system, developing dashboard lead reports as needed, managing cleanliness of database and overall management. Can train for this aspect of the position if needed.
- Additional projects as assigned.



QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

- Bachelor's Degree (B.A.) in Communications, Marketing, Journalism, Public Relations or Business.
- 5-8 years of experience, preferably in the telecommunications industry.
- Strong project management skills, creativity, and strong attention to detail are required.
- Must be a self-starter and be willing to openly receive coaching if needed.
- Ability to multitask, stay flexible, and prioritize accordingly in a fast-paced environment is a must.
- Must be comfortable engaging with key stakeholders across the company for buy-in of specific projects.
- Experience using HubSpot is ideal, but not required if willing to learn this important marketing and CRM platform for the company. Having previous CRM expertise is a plus.

BCM One is a financially strong company that has been in business for close to 30 years and serves over 2,000 channel partners and 18,000+ customers worldwide. We have experienced steady growth year over year, with aggressive growth over the past three years via acquisitions. We pride ourselves on delivering on our mission statement every day — “To Provide a World-Class Experience with Every Human Interaction” — both internally amongst employees and teams, and externally to clients, partners and vendors. You'll find that we have a very family-like culture that is very important to us to maintain.

If you are a self-starter that thrives in a fast-paced work culture, is open to continuously learning and taking ownership of programs and would like to grow your career as marketing professional in the telecom/technology industry, this is the position for you.

BCM One's family of brands includes: SIP.US, SIPTRUNK, nexVortex and SkySwitch. This position is for BCM One, the corporate /parent company, but you may manage marketing programs or events for one of its sister companies as needed.

Interested candidates, please send your resume to pckauth@bcmone.com.