



To apply for a position, please email your resume to recruiting@level5partners.com. In the 'Subject:' line please type the position for which you are applying.

Director of Marketing

Department: Marketing

Reports to: Vice President of Marketing

Location: New Jersey

Position Summary:

Plan, direct, and coordinate marketing strategy and execution for the vPMO brand, products, and services by performing the following duties personally or through subordinates:

Brand Marketing

- Conduct strategic brand analysis; to better understand customer perceptions/relations, competitor and Level 5 Partners attributes.
- Manage the vPMO brand identity system, defining the brand attributes, executing on brand programs and tracking performance.
- Manage the ongoing customer research activities related to corporate brand and corporate activities.
- Liaise with executive leadership to formulate Level 5 Partners brand strategy and corporate communication programs.
- Develop programs to communicate the organization's value and credibility to internal and external audiences.
- Manage the Level 5 Partners web strategy. Liaise with Sales, Consulting, Engineering and Customer Service to facilitate an integrated L5P web program.
- Manage the vPMO User Group strategy. Provide the central strategy and execution management for all User Group communications channels and events.

Programs & Communications

- Establish marketing goals to ensure share of market and profitability of products and services.
- Develop and execute marketing plans and programs, both short and long range, to ensure the profit growth and expansion of company products and services.
- Plan and oversee Level 5's advertising and promotion activities including print, electronic, and direct mail outlets.
- Ensure effective control of marketing results and that corrective action takes place to be certain that the achievement of marketing objectives is within designated budgets.

- Evaluate market reactions to marketing programs to ensure timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.
- Conduct marketing surveys on current and new product and service concepts.

Minimum Qualifications:

- Four-year degree in a relevant field (business administration, marketing, business communications).
- 10 years of marketing experience, some of which must be in a commercial software environment.
- Minimum of 3 years of supervisory experience.
- Experience in managing all stages of marketing programs.
- Excellent oral and written communication skills. Must be able to effectively communicate complex technical issues with both technical and non-technical personnel.
- Must continually be a team player and demonstrate positive interpersonal skills.
- Consistently demonstrate a high level of customer service for internal and external customers.
- Must be self-motivated and able to work independently.

Preferred Qualifications:

- Strong working knowledge of enterprise management software.
- Strong working knowledge of business application software industry.