

CETECOM (www.cetecom.com) is a global service provider for consulting, testing and certification and works with customers of nearly every industry vertical on various innovative technologies. With locations across the globe, CETECOM is able to engage with its customers on a personal level while addressing customer needs to test, improve and certify their products. CETECOM's test and service centers in Europe, North America, and Asia are equipped with cutting edge test systems from multiple manufacturers, and form a worldwide service network to ensure international standards are met. Continuous investments guarantee the company's technical equipment keeps pace with new market developments.

We're looking for people who thrive in a fast paced environment, deliver as a way of life and are inspired to make a positive impact.

Regional Marketing Manager

Overview:

Partnering both with the local CETECOM leadership team and CETECOM Group Marketing, the Regional Marketing Manager will provide sound, strategic and tactical leadership toward marketing initiatives that will drive profitable growth in both new and existing markets. The role anticipates customers' business needs, validates with data, and successfully creates and implements strategies that position our services within the context of the evolving external customer and partner environment. This includes conducting market and competitive research, leveraging data analytics, mining our internal intelligence sources, developing business cases, executing our annual marketing plans, and staying on top of market forces affecting our long-term strategy.

Major Responsibilities:

- Understand market trends, drivers & dynamics. Work to promote new services and gain exposure in target markets.
- Establish pricing strategies with coherent value propositions which allows Sales to maximize price benefit.
- Continuously monitor the market to ensure competitive pricing structures relative to competition while meeting margin objectives.
- Leveraging both internal and external resources, develop and deliver regular training to the organization on new and existing services, competitors and value propositions of our offerings.
- Drive new business development and partnerships that will drive profitable business results and lead us into new, innovative market segments. Own the management of the partnerships which are put into place.
- Employ strategic marketing processes to provide market segment analysis, customer insights, needs assessment, and capability mapping with the ability to synthesize the information into a "where to play" portfolio.
- Working with CETECOM Group Marketing, develop and lead all aspects of marketing communications (i.e. web, collateral, sales sheets, proposal templates, presentations, trade shows, sales tool kits, etc.)
- Utilizes Salesforce to create effective lead generating email campaigns; webinars; newsletters; etc.
- Serve as the "voice of the customer" always balancing the message of our differentiators within the context of what is most important to each market segment we serve. Develop and own our customer satisfaction surveys to help us on our journey of continuous improvement and delighting our customers.

- Develop and monitor metrics/measurements for all marketing programs.
- Gather, develop and analyze research data (e.g. quantitative and qualitative) regarding new business opportunities and market trends in the technology consulting, testing and certification marketplace.
- Drive awareness and demand in target markets by positioning CETECOM services as uniquely suited to address existing and emerging industry challenges and opportunities.
- Design, manage, and execute industry marketing programs including plans, budgets, and results reporting to Global Marketing, Sales and Mgmt.
- Share knowledge about competition and customer requirements to enable Sales teams to be more effective.
- Develop content with regular cadence (webinars, case studies, collateral, social media programs, website, and events) that improve lead flow across priority segments/services.
- Investigate and develop new channels of communication with the customer.
- Publish compelling customer content (videos, case studies, reference materials) that demonstrate credibility and support sales.
- Collaborate and synchronize global message with fellow global Marketing managers.

Professional Qualifications:

- 7+ years of direct marketing experience with a solid understanding of the consulting, testing and/or certification marketplace preferred.
- Bachelor's degree in Engineering or Business, Marketing, or Communications with strong technical attitude. MBA in Marketing a strong plus.
- Understanding of wireless technologies (i.e. BT, Wi-Fi, LORA, NFC, etc) and regulatory requirements thereof
- Demonstrated ability to set priorities and deliver on commitments
- Excellent verbal and written communication skills
- Fun, energetic and collaborative personality with self-starter approach to work
- Experience having managed execution of marketing campaigns, trade shows, lead monitoring, reporting, analysis and strategic portfolio insights
- Experience in planning and supporting of Industry trade-shows
- In-depth understanding of key marketing metrics, ability to recognize how they might impact the business.
- Experience in working with global teams remotely.
- Confidence and poise to interact with all levels of company and customer management.
- Superior use of Microsoft Office products including Excel, Word and PowerPoint.
- Ability to travel required.

We offer competitive salary along with an excellent benefits package including 100% employer paid medical/vision/dental/disability/life insurance, 401(K) plan with matching, tuition reimbursement, a generous PTO plan, paid holidays, and more.

For consideration, please submit your resume to HR: us-hr@cetecom.com