



Hemisphere GNSS

Job Title: Sr. Marketing Communications Specialist
Location: Scottsdale, AZ
Department: Marketing
Reports to: VP Marketing

To Apply send your resume to: Aebert@hgns.com or HR@hgns.com

Full-Time Part-Time / Exempt Non-Exempt

Summary

This position directs/manages the company's marketing communications plan by project managing and coordinating international trade shows, channel/dealer events, public relations, internal and external communications, marketing collateral, promotional items for marketing and corporate use, and website content.

Essential Duties and Responsibilities

- Project management and coordination of major national/international tradeshows and dealer conferences in which the company is directly participating or hosting including arranging event space, display graphics, logistics, set-up, marketing collateral, budget, and hotels
- Coordinate marketing related resources for dealer co-op activities as part of Hemisphere's Co-Operative Marketing Program (COMP)
- Create and write original content for advertisements, marketing collateral, and external publications
- Write and design internal employee newsletters
- As needed, update information on company website
- Manage all social media communications
- Assist in the editing and proof reading of internal and external communications
- Create customer satisfaction and event evaluation surveys using and provide summary reports for Quality Assurance, Sales staff, and Senior Management
- Research domain availability for current products and services
- Provide input to Global Sales, Product Management, and other business units on marketing collateral
- Assist in the planning and execution of product launch activities that attract industry media
- Develop strategic communications plans and programs outlining goals, objectives, and expected results for key corporate and product initiatives
- Oversee translation process of materials into foreign languages, as needed
- Manage Company's adherence to established style guide
- Work closely with various departments (e.g., Engineering, Product Management) to gather information and specifications to write original case studies, product profiles, and articles for external and internal distribution
- Maintain up-to-date knowledge of technical information pertinent to Company products and services
- Seek company award/market survey opportunities and manage application process and data gathering/entry
- Assist in the management of the MarCom budget and the purchase of marketing related resources
- Develop and purchase promotional items according to company standards and budget
- Manage outside print services and other marketing vendors, as needed
- Travel 25% during the year
- Perform related duties as assigned by supervisor, management, and/or executive team
- Maintain compliance with all Company policies and procedures

Supervisory Responsibilities

This position will not supervise direct reports.



Education and/or Work Experience Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and/or Experience

- Bachelor's Degree in Marketing, Communications, or related field
- Minimum of three (3) years of experience in public relations, event coordination, promotion, and other marketing disciplines preferably in a high-tech corporate environment, with a B2B technology manufacturing company
- Ability to create, generate, and write external communications (e.g., blog articles/posts, customer-focused newsletter content, press releases, general marketing, and sales content)
- Experience assisting in the planning, development, execution, and maintenance of a Marketing Communications plan (including budgetary responsibilities)
- Experience planning, organizing, and executing small to large-scale domestic and international events (Dealer Meetings, trade shows, etc.)
- Strong journalism/interviewing skills and techniques to interview internal employees and external dealers/distributors, customers, etc. for content generation purposes
- Experience interacting with media (e.g., pitching new product releases, phone interviews, in-person interviews, etc.)

Practical/Technical Skills

- Excellent editing and proofreading skills
- Excellent competitive marketing research abilities and skills (e.g., track/follow competitors' progress in various market segments, product development, etc.)
- Intermediate knowledge of SEO/SEM (e.g., best practices, etc.)
- Intermediate knowledge of social media platforms and social media marketing
- Intermediate knowledge of CRMs (HubSpot CRM, especially) – inner working, workflows, marketing automation, etc.
- Intermediate knowledge of PPC campaigns, platforms, techniques, etc. (e.g., Google AdWords, BING Ads)
- Experience with video editing and photography (e.g., operating digital video camera equipment and peripherals, setting up video shoot – storyboarding, scene set up, etc.)

Computer Skills

- Advanced skill level in Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook)
- Basic skill level in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Advanced internet search processes and research abilities

Language Skills

- Excellent communication and written skills in English
- Ability to effectively communicate with internal and external customers
- Above average verbal and written communication skills are required in this position including above average ability to read and comprehend instructions, correspondence, and memos
- Knowledge of additional languages an asset
- Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the Company

Reasoning Ability

- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Frequently communicates with coworkers regarding technical information and must be able to exchange accurate information in these situations