



Job Description: Marketing Director (reporting to CEO)

Summary:

The Marketing Director must be able to produce and execute a broad range of communication output for the promotion and support of eLynxx Solutions and its software products. This includes marketing activity, sales support, training materials and technical assistance documentation in a variety of media formats for use across a number of platforms.

eLynxx software automates task workflow, communication, approvals and reporting. It eliminates the frustration of spreadsheets, emails, searching for details, unnecessary meetings and phone calls. The software facilitates streamlined brand management and links team members through rights and roles controlled access. It performs even in decentralized environments and in the absence of centralized leadership, allowing for policy administration, control and reporting at a multitude of levels.

Responsibilities:

- **Social Media Marketing and Outreach**
 - Develop and manage target audiences for corporate social media accounts including, but not limited to: LinkedIn, Facebook, Twitter, Google Business
 - Plan, create, execute, manage and analyze advertising campaigns across social media
 - Plan, create, execute, manage and analyze content for all marketing efforts
- **Google AdWords Marketing**
 - Develop and manage target audiences for search, re-targeting, display and other advertising campaigns
 - Research, refine and manage keyword lists for use in advertising campaigns
 - Plan, create, execute, manage and analyze advertising campaigns
- **Technical Assistance Documentation**
 - Produce and manage assistance materials supporting existing and future software releases including, but not limited to: release notes, knowledge base articles, documents and videos
- **Training Materials**
 - Produce and manage training materials for onboarding of new clients, users and employees including, but not limited to: manuals, webinars, presentations and videos
- **Sales Demos, Client Training and Support**
 - Play an active role in the execution of software demos to prospective clients
 - Plan and administer training for users, vendors and partners of existing and new clients



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Requirements:

- Bachelor degree (or equivalent experience)
- Minimum 5 years experience with a technical services business
- Strong analytical, critical thinking, and problem solving skills
- Self starter with attention to detail and consistent follow through skills
- Excellent presentation skills and comfort in leading groups
- Ability to communicate and articulate ideas and strategies, both written and verbal
- Ability to interact effectively at all levels, both internally and externally
- Ability to negotiate effectively delivering “win-win” results
- Ability to manage projects and coordinate efforts across departments
- Ability to understand and drive improvement of processes
- Ability to multitask and meet critical deadlines in a fast paced environment
- Great interpersonal skills - both for varied personalities and technical skill levels
- Advanced computer literacy to include advanced mapping workflow processes

Send resume to careers@eLynxx.com