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VP of Marketing

Position reports to the Chief Marketing Officer of a progressive full service, single source provider, security products company. The VP of Marketing will be responsible for planning, directing and implementing all aspects of the Company's strategic and tactical marketing activities including working with the executive team members to identify business opportunities and coordinate activities that generate company and product awareness and result in prospective customer leads. He/she will be charged with coordinating team efforts to develop comprehensive marketing strategies, develop effective lead generation campaigns and oversee marketing communications including branding, public relations and advertising and will be responsible for tracking results. This person will manage a team of marketing professionals.

Responsibilities:

- Managing day-to-day progress of marketing campaigns and activities
- Managing the worldwide marketing team and tracking scheduled programs and activities.
- Create and execute an innovative marketing plan to generate leads and increase company visibility.
- Collaborate with sales to align marketing and sales goals, and create a plan to achieve desired pipeline and revenue growth targets.
- Manage marketing and collateral material activities
- Manage the marketing team towards data-driven ROI strategies
- Manage the marketing expenditures to budget.

Nice to Haves Responsibilities

- Drive messaging and launch of various vertical solutions into the marketplace
- Develop tangible department objectives and plans for reaching them
- Cultivate solid relationships with analysts, media, opinion makers, and industry leaders.
- Ensure consistent positioning and messaging across marketing and sales activities.
- Coach company executives and representatives to effectively and consistently communicate about the company and its products.

Required Qualifications:

- A Bachelor's degree in marketing and/or equivalent experience. A MBA with a marketing concentration is desirable.
- 8-10+ years in a marketing management role
- Demonstrated leadership in managing outbound marketing to achieve objectives. Must be proficient in working with sales, marketing and engineering.
- Willingness and ability to roll up sleeves and be hands on with entire marketing effort.
- Strong communication skills.
- Proven ability to convert programs/strategies into operational plans and to manage plans to successful resolution.
- Proven experience in launch campaigns and the ability to bring new products successfully to market.
- An entrepreneurial spirit, initiative and solid follow-through.
- Ability to manage a team of direct reports as well as vendor teams to targeted goals

Nice to Have Qualifications:

- Demonstrated ability to increase inbound marketing activities and work with online and social media.
- Demonstrated ability to create programs that result in lead generation that support sales objectives
- Strong ability to understand and work with media and analysts.
- Experience in the IT industry; work in computer and network security markets highly desirable.