

Team oriented Marketing Manager

We are a small marketing team looking for a colleague that easily blends into our everyday tasks and team spirit. Being a small team demands that we all support each other and have hands-on with most marketing tasks. RESON is a global company and we expect strong oral and writing skills primarily in English. We hope to find a colleague that is able to multi-task and is proactive in the way of handling tasks. Furthermore, lead generation is one of your key focus areas.

You will report to the EVP of Sales and Marketing and will together with the team be responsible for developing the marketing strategy. You will have the main responsibility in executing the marketing strategy and secure our market positioning, conducting market research to support strategic and tactical sales and initiate all marketing initiatives in connection with our product launch process.

We expect that you have experience within:

- Lead generation from B2B market
- Producing html newsletters
- Planning events
- Negotiation skills
- Good communication skills
- Press Releases
- Graphical mindset with Photoshop and Illustrator
- Planning and conducting customer and employee surveys
- Writing to web and making images and material for website

You will work closely with our Product Managers, Sales Team and R&D. This demands a willingness and curiosity to embrace knowledge on complex technical aspects. You will also be expected to visit customers and participate in global marketing events, hence there will be some travel activities.

Main responsibilities will be to:

- Secure a homogeneous look and feel of RESON as a brand
- Design and implement quarterly global campaigns
- Design material for print, sales meetings and exhibitions
- Develop the electronically marketing material and follow trends in the e-marketing area
- Measure ROMI
- International advertising planning and booking
- Owner of RESON's Intranet
- Internal marketing. Presenting the marketing strategy and motivate sales colleagues to follow the strategy and use the tools that is provided by marketing

We offer you a unique possibility to be a part of a world leading company that deals with underwater acoustic and equipment and services sold globally. RESON has subsidiaries in the US, UK, Holland and Singapore and is represented in more than 80 countries by Resellers.

The team you will be a part of offers an informal working environment, humor and a positive mindset.

You will be located at our headquarter RESON A/S in Slangerup, Denmark.

Submit your resume, along with a covering letter or email explaining your suitability for this existing and challenging position by January 27th 2012 to:

RESON A/S
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Questions should be directed to:
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