



SENIOR MARKETING MANAGER – COMPETITIVE INDUSTRY ANALYST

PRIMARY JOB SUMMARY

We are looking for an experienced marketing manager to join and oversee our strategic marketing group. This two pronged role will proactively manage brand and product promotion; analyze and data mine the marketplace, industry and our competition.

Through these actions you will support company decision-making by providing insight and strategic analysis on markets, customers, competitors, related products, pricing and positioning.

Additional tasks may include assistance in creating industry insight, making presentations to company stakeholders, and assisting administration / HR in new employee education and onboarding.

DUTIES & RESPONSIBILITIES

- Investigate and create competitive product analysis including current and future market share and trends.
- Gain knowledge of our industry and have a deep understanding of the general social, legal, economic and political environments that affect our customers.
- Provide and breakdown market analytics and track the results of online, social and direct marketing campaigns
- Provide reporting and insight to management to impact and influence decision-making
- Assist in the onboarding of new sales, marketing, and business development by providing them with clear market understanding of company and industry standing.
- Understand Global pricing and price positioning of both EDULOG and its competitors.
- Other duties as assigned

SKILLS & QUALIFICATIONS

- Ability to persuade and influence stakeholders
- Thorough understanding of social media marketing strategy and techniques
- Trade-show participation and presentation experience
- Balance creativity and logic
- Excellent communication skills - Presentations
- Strong customer focus and organizational skills with the ability to manage multiple projects
- High level of competence with Microsoft Office suite (in particular, advanced Microsoft Excel and PowerPoint skills) is essential;
- CRM experience preferred (Microsoft Dynamics and/or Salesforce)
- Bachelor's degree in a related field required
- At least 3 years of relevant professional experience required

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TO APPLY: Please visit our website at <https://www.edulog.com/employment/> to fill out an application and submit a cover letter and resume.

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