



## Cannon IV Job Description

Job Title:	Marketing Communications (MARCOM) Manager
Employee Type:	Full-Time
Industry:	Managed Print Services
Job Type:	Marketing
Education:	Bachelors or above
Experience:	5+ years
Location:	Indianapolis, IN
Reports to:	VP of Business Development
Revision date:	10/10/11

### General Summary

The Marketing Communications (MARCOM) Manager is responsible for managing the development and implementation of the company's marketing communications programs. Works with product management and sales staff to plan and create strategies, tactics, activities, and materials for the purpose of conveying the most positive marketing message to target markets. Ability to develop strong working relationships with all functional areas of the company is a key to success in this position. This position requires a minimum of 10 years of marketing communications experience in an information technology.

### Essential Duties & Responsibilities

- Manages the development and implementation of the company's marketing communications programs.
- Develops and executes plans for the design, writing and production of marketing communications materials, including corporate literature, product/services brochures, case histories, etc.
- Ensures that marketing materials position the company and its products for high visibility with customers, partners, and trade associations, outside vendors and media audiences.
- Works with sales and product management to plan and create strategies, tactics, activities and materials for the purpose of conveying the most positive marketing message to target markets.
- Responsible for the planning and execution of company events and trade show participation.
- Manages the company's advertising and PR activities with goal of establishing and maintaining a favorable image with partners, customers, potential customers, employees and the public.
- Responsible for the planning and execution of telemarketing activities and programs.
- Manages the budget, invoicing and tracking process for all marketing communication expenses.
- Assists in the coordination of partner marketing programs.
- Other duties as may be assigned.



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## Key Education, Skills & Environment

### Education & Work Experience

- Bachelor's degree in business, English or marketing is required. Typically requires 5+ years of marketing communications experience in an information technology field.

### Specialized Knowledge & Skills

Excellent ability to effectively manage the company's communications operations to ensure the company's image/perception and current product positioning are reflected accurately and consistently to the market.

- Excellent time management, communications, decision making, presentation, human relations and organizational skills.
- Proficient PC and Microsoft Office skills are required.
- Proven project management skills.
- Adobe InDesign skills
- Social media and website develop experience

### Work Environment & Physical Demands

- General office environment. Moderate levels of stress may occur. Some travel is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Reporting Structure

- The position reports to the Vice President, Strategic Planning and Business Development.

*The statements above are intended to describe the general nature and level of work being performed by people assigned to this job. Other duties may be assigned as needed.*

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