



Position Description

Manager – Marketing and Analytics

Position Summary

STAR Autism Support Inc is an educational publishing company providing curriculum materials and training to school districts throughout the United States and internationally. The Manager – Marketing and Analytics will be part of a growing team of dedicated and energetic professionals who are national and international leaders in the field of special education.

Responsibilities/Core Competencies and Skills

- Designs effective marketing strategies to position the organization competitively and meet/exceed sales objectives
- Develops *social media channels*, considers design updates to *web content* and implements *newsletter campaigns* in cooperation with company training specialists
- Analyzes marketing opportunities to identify high value marketing initiatives. Plans, develops and implements digital and print marketing initiatives, as well as tradeshow and other events.
- Collaborates with sales team to determine monthly lead targets and plans initiatives to meet goals.
- Develops and analyzes reports through salesforce to map leads to closed opportunities.
- Schedules monthly marketing calendar and coordinates staffing requirements for all initiatives
- Analyzes marketplace to support Research and Development
- Coordinates *new product launch initiatives*
- Communicates with current and new customer accounts regarding a variety of topics including product updates, new products, and educational services
- Periodic analysis of competitor's share, competitor's strengths and weaknesses and customer and competitive trends.
- Remains current on industry, customer and competitive trends
- Participates and attends *trade shows and professional association meetings* outside of regular business hours, as required

Education and Experience

Required for position:

- Master's Degree or equivalent experience
- Minimum of five years' experience in marketing, sales or related field or equivalent education
- Knowledge in the use of current office technologies
- Knowledge of the principles and methods for showing, promoting and selling products and services
- Experience with salesforce and other CRM tools
- Knowledge of content management systems and basic html
- Creative and independent thinker
- Strong written and verbal skills