



Software Solutions to manage
Land Rights & Infrastructure Assets

Marketing Manager

COMPANY SUMMARY

Are you ready for an exciting career with a technology firm that is working on cutting-edge products that continually sets the bar for the competition to follow?

geoAMPS is software-product and IT services organization that has a cool work culture, great work atmosphere and amazing growth potential. We are currently hiring a **Marketing Manager** for our office in Powell, Ohio, and we would love to talk with you about your work experience and career objectives.

geoAMPS is the market leader in providing software solutions to manage land rights and infrastructure assets. geoAMPS was founded on a simple notion: offer the best technology solutions while forming lasting relationships with our clients. We are pushing the industry forward by bringing state-of-the-art technology, increased communication and quicker project completions for our customers.

JOB SUMMARY

The **Marketing Manager** will contribute to the organizational marketing strategy and act as an internal and external brand ambassador—finding ways to proactively elevate our geoAMPS brand internally and with our clients, prospects and partners. The person will be dually effective as a brand champion and be able to think strategically and lead a marketing team. As a marketing team leader, this person will assist to define, measure and improve the department's operations. This individual will take all the necessary steps to measure, enhance, and enrich the position and image of a company through various goals and objectives.

PRIMARY RESPONSIBILITIES

- Collaborate to develop strategies for both a product-driven business model as well as a service-driven model
- Identify and create strategic partnerships
- Attend events and trade shows, building positive awareness and strategies to maximize event outcomes
- Identify opportunities and create the execution framework and strategy to pursue identified opportunities
- Be a public figure of influence and goodwill
- Own the demeanor, values and ethics that define geoAMPS



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- Lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader.
- Pitch and write articles and news releases
- Lead social media campaigns
- Be integral part of planning company promotions
- Assist with Web-content management
- Prepare text for internal and external publications
- Manage all aspects of events including tradeshow and conferences
- Assist with video production

SKILLS/EXPERIENCE

- 5+ years of experience; though capability is more important than years of experience
- Excellent written and verbal communication skills
- Strong experience in lead generation and results-driven B2B marketing
- Desire to be a part of a fast-paced, high-energy environment
- Detail oriented
- Can communicate effectively with varying audiences
- Ability to adjust and set priorities to meet deadlines
- Self-motivated with ability to drive projects
- Proven ability to build relationships and collaborate

EDUCATION

- Bachelor's degree in Marketing, Communication, Journalism, or a related field is preferred

WHAT IS IN IT FOR YOU

- Being an integral part of a dynamic, growing company that is well-respected in its industry
- Competitive pay based on experience
- Medical, dental and life-insurance benefits

***You must be legally entitled to work in the United States in order to apply for this position. geoAMPS is an equal opportunity employer.**