

Position Title: Marketing Manager

Department: Marketing & Operations

Our Mission:

PointBridge is a consulting company that connects people to people and people to information. We build award-winning collaboration and business intelligence solutions with Microsoft technologies including SharePoint, Exchange, Office Communications Server, and SQL Server.

Position Summary:

The Marketing Manager has responsibility for planning, implementing and managing all marketing programs for PointBridge- web, events, PR, marketing communications, alliance/partner marketing, community, and service offering development. Support the business development team and practice managers in creating programs and tools to generate sales pipeline activity, close new business, and enhance customer experience. Work with the company partners to set marketing strategy and overall company messaging/branding.

Responsibilities:

- Planning/Analysis- assist executive team with annual and quarterly marketing planning. Conduct competitive and market analysis.
- Web- lead all design and content development efforts for company website, blog , client extranet, and social networking sites; leverage SEO strategies to drive traffic; monitor and report on traffic trends.
- Marketing Communications - write case studies, newsletters, sales collateral, presentations, and press releases.
- Events- planning and coordination of seminars, webinars, trade shows, and client/partner appreciation event.
- Business Development Support- field ad hoc requests for marketing pieces from the sales team, assist in development and execution of account penetration and account expansion tactics, assist with proposals.
- Lead Management- ensure all new leads are entered in Microsoft CRM and contacted by the sales team, generate reports to communicate effectiveness of leads and to track subsequent sales activity.
- Service Offering Development- assist in the creation of marketing materials for new packaged service offerings. Develop campaigns and collateral around new offerings.

Accountabilities and Measures:

- Company and practice line revenue attainment
- Pipeline contribution from web marketing, events, and other marketing campaigns
- Net new customer acquisition
- Customer satisfaction

Knowledge, Skills, Certifications:

- 5+ years of B2B marketing with emphasis on lead generation, sales enablement, and marketing communications
- Experience in professional services and/or information technology preferred
- Demonstrated evidence of excellent business writing skills (case studies, blogs, newsletters, PR, web content)
- Experience creating and managing SEO and social networking programs
- Ability to manage multiple programs simultaneously while working in a fast-paced, entrepreneurial team environment
- Familiarity with Microsoft CRM and SharePoint a plus
- Design skills a plus

Additional requirements for all PointBridge employees:

- Strong interpersonal and communication skills and ability to present to small/medium groups
- Strong customer relationship skills

- Ability to work well in a team environment
- Strong entrepreneurial attitude; high energy and a self-starter
- Demonstrated ability to successfully multi-task
- Proficiency in Microsoft Office applications
- Demonstrated ability to embrace and support our Core Values
- Willingness to travel regionally and nationally up to 10% of the time

PointBridge’s greatest asset is the talent and professionalism of our employees. Therefore, we have put together a benefits program designed to attract and reward quality employees. Our employee benefits are designed to work together to create a comprehensive and competitive program. Our goal is to offer important protection and extend meaningful choices to you and your family that respond as your needs change over time.

We provide these benefits at no cost to the employee:

- Generous Vacation Pay
- Paid Holidays and Paid Sick Time
- Monthly Allowance to help pay for home office and cell phone expenses
- Advanced Technical Training and Paid Certifications
- State-of-the-art Notebook PC, and access to the latest equipment and software
- Short-term and Long-Term Disability

Additionally, employees may elect to participate in these benefits at a shared cost:

- Major Medical Insurance, including Prescription Drug Program
- Vision and Dental Insurances
- Medical, Dependent Care and Commuter Flexible Spending Accounts
- 401(k)
- Monthly Charitable Activities and Matching Opportunities
- Voluntary Life Insurance and 529 College Savings Plans

Culture and Values:

PointBridge is an entrepreneurial environment for goal-oriented people looking to have visibility to ownership, wear a lot of hats, be well-rewarded financially, and be a contributing member of a championship team. You will work in an environment that rewards creativity and initiative. Our atmosphere was designed to encourage free flowing communication, respect, and teamwork. Candidates of PointBridge must exude the qualities that are core to the values of PointBridge:

Customer Experience	Delivering beyond expectations through not only the quality of our work but the quality of service we deliver to every customer
Entrepreneurial Passion	Ambition to aggressively drive growth embracing change and continuous improvement
Technical Brilliance; Total Reliability	Discipline in mastering our craft through pride, leadership, and accountability in our work
Winning Together	Teaming with, and respect for, co-workers, customers, partners and the community to build lasting relationships that drive results
Integrity	Delivering what we promise and always choosing to do the right thing

About PointBridge:

PointBridge was founded in 2004, and is headquartered in the heart of Chicago’s downtown business district. We are a consulting company that connects people to people and people to information. The company builds award-winning collaboration and business intelligence solutions with Microsoft technologies including, SharePoint, Exchange, Office Communications Server and SQL Server.

PointBridge is a Microsoft Gold Certified Partner and was recently named a **2009 Microsoft Partner of the Year for Online Services** and was also recognized as the **2009 Microsoft US Central Region Partner of the Year – Compete to Win**. Additionally, we are proud to be the winner of **Chicago’s 101 Best and Brightest Companies to Work For by the National Association for Business Resources** in 2008. *To learn more about PointBridge, please visit us at www.pointbridge.com.*