



Marketing Manager

Company Description

VR Systems, Inc is a 100% employee owned business and our company culture is family-like. We are the leading voter registration and elections management company in Florida and have growing market share in other states, including North Carolina, with our EViD electronic pollbook. We are a fast-growing company of 40 people, forming a closely knit team of software engineers and customer support technicians. The company has a reputation for providing effective software with a high level of customer service for elections administrators.

Job Description

The Marketing Coordinator is responsible for leading, managing and directing all of the marketing-related activities within VR Systems. Reporting to the Executive Vice President, the Marketing Manager is responsible for defining and implementing strategic and tactical communication plans designed to capitalize on market opportunities and generate demand. The Marketing Manager will build brand awareness, provide a steady flow of sales leads and measure the return on marketing program investments. Marketing Manager works in conjunction with Sales Manager. The ideal candidate will be self-motivated, resourceful and have excellent communication and leadership skills.

Job Responsibilities

- Position company products to take advantage of market growth opportunities by analyzing market structure; market and technology trends, preparing and communicating plans that support implementation of these initiatives.
- Develop and implement the marketing plan to communicate the products positioning, value proposition and capabilities to the market and sales; and have a holistic view of the product.
- Direct and oversee the marketing function to identify and develop new customers for products and services.
- Develop and implement a marketing strategy. Monitor and analyze marketing activity against goals.
- Proactively research present and future market and customers' requirements and opportunities.
- Develop marketing opportunities based on market demands and intelligence, leading to profitable business development and product deployment
- Research competitive technologies, products, market trends and prepare a competitive analysis.
- Supervise the planning and development of marketing and communications materials.
- Coordinate the production of newsletters for different markets
- Manage conference activities and attend conferences at which the VR Systems exhibits.
- Responsible for social media and digital marketing, which is insubstantial at the company right now.
- Produce good alignment of business development, sales, communications, bids and proposals, product development, services and other company functions.
- Develop and manage marketing budgets.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.

This is an exempt salaried position. The Marketing Manager will be based in our headquarters in Tallahassee, Florida.

VR Systems is an Equal Opportunity Employer

www.vrsystems.com

VR Systems Inc. • 2840 Remington Green Cir • Tallahassee, FL 32308 • Phone: 850-668-2838 • Fax: 850-668-3193

Job Requirements and Qualifications

The Marketing Manager must act with high integrity and commitment toward the company's mission. Applicant must have a bachelor's degree in a Business Administration, Marketing/Communications or related field. The successful candidate will have 5 years of relevant experience with a company, preferably in a technical field.

Significant travel expected. Due to the requirement to travel to customers' sites employees must be able to obtain and maintain a valid driver's license.

Excellent written and verbal communications are required along with complete comfort and assurance working on computers. Familiarity and skill with the tools of the trade in marketing including PR, written communication, website development, market research, product packaging, Microsoft software suite of products, visual communication software products, and creative services.

This position requires the ability to work well with others, manage and meet deadlines and commitments and to orchestrate multiple projects and responsibilities successfully with strong attention to detail. The Marketing Manager must be able to organize and complete their own work assignments independently without direct supervision.

Benefits

- The compensation package includes employee ownership
- 401K plan, including employer matching
- Health care and dental benefits
- Much more!

Submit your resume and other pertinent materials (transcripts, cover letter, etc) to:
mperkins@vrsystems.com

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