



JOB TITLE: Marketing & Client Services Manager
REPORTS TO: Director of Marketing, 2ergo Americas
LOCATION: Arlington, VA

OVERVIEW OF THE ROLE

2ergo is looking for an enthusiastic and organized Marketing & Client Services Manager to support our marketing efforts and to assist our clients in developing mobile marketing strategy and coordinating mobile campaign execution.

You're a specialist of all things digital, and you know how to build a comprehensive e-marketing strategy inclusive of SEO, SEM, PPC advertising, social media, public relations, event coordination, blogrolls, trackbacks, email marketing, SMS marketing, and you've got a few other tricks up your sleeve.

You probably maintain a half-dozen or more online profiles, and so your radar is finely tuned to recognize both effective and ineffective online marketing campaigns. When you spot something especially clever, you take notice. You're an aficionado of online and mobile consumer behavior.

Not only can you plan and execute, but you understand that the most unique aspect of digital marketing is that you can measure just about everything. In fact, you pride yourself on knowing just the right measures of success and developing new ways to derive them, beyond standard diagnostic measures. You love numbers, and you report out confidently, because the truth is always in the math.

You're detail oriented and nothing ever falls on the floor in your camp. You're proud of your organization skills. You know what you know, and you know how to learn what you don't know. You're a team player, but you are able to juggle several active projects independently as well.

The ideal candidate will be able to showcase marketing creativity alongside detailed analytical reports. You can write creative briefs and work well with designers.

You will also interact directly with our clients to identify new marketing opportunities, organize the campaign details, rally the internal design and development resources you need, deliver reports and maintain the high level of client service for which 2ergo is known. Project management and/or account management experience is a plus.

We are looking for a professional that understands a wide variety of marketing capabilities and enjoys working with technology. Expertise in mobile marketing or the telecoms industry is highly preferred, but if you don't have it, you must be willing to learn it quickly. You may be asked to be on-call for clients during live campaigns that are held off hours.

You will report to the Director of Marketing, Americas. Up to 20% travel may be required.

KEY RESPONSIBILITIES

- Work with the Marketing Team to manage the 2ergo.com website, create marcoms collateral, write and pitch press releases and plan industry events
- Drive the implementation of monthly tactical campaigns that generate new qualified leads and support the Sales and Account teams in their efforts
- Develop a deep understanding of our clients' marketing goals, and generate mobile marketing programs using 2ergo's technology and services that align to these objectives
- Interact with clients on a daily basis via phone/email, as well as occasionally in-person
- Work with Creative and Project Management teams to develop assets and copy
- Measure and report on all campaign results – daily, weekly and monthly
- Build quarterly presentations and communicate across the organization
- Deep knowledge of 2ergo's mobile platform capabilities and how to best use them to accomplish client goals, while keeping in line with carrier and MMA compliance
- Provide feedback to the Product team regarding roadmap improvements to 2ergo's products

MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, communications or related field
- 3+ years experience in digital marketing, mobile marketing or related experience
- 2+ years experience with client-facing communications
- Deep understanding of targeted segment marketing
- Knowledge of general marketing policies and procedures
- Experience with customer-facing communications
- Experience managing complex cross-functional marketing projects and teams
- **Superior communication and presentation skills (verbal and written)**
- Proficiency with Microsoft Word, Excel, PowerPoint and familiarity with using online tools
- Excellent time management, organizational and problem-solving skills
- Demonstrated ability to embrace learning new technology in a fast-paced environment
- A continuous focus on improving the efficiency of campaign delivery
- Flexibility to address changing priorities and work additional hours when needed
- Calm composure and works well under pressure

DESIRED QUALIFICATIONS

- Experience with a mobile carrier a huge plus
- Telecoms or mobile marketing industry experience
- Client-facing account management experience
- Product or project management experience
- Experience with mobile content, mobile web and SMS products

Apply at www.2ergo.com/careers or email [lindsay.woodworth \(at\) 2ergo \(dot\) com](mailto:lindsay.woodworth@2ergo.com).