



OPTK Networks is looking for a Marketing Manager who loves the challenge of planning and executing ideas quickly. In this role, you will have the opportunity to facilitate the organization's growth through diverse means such as market communication, brand awareness, advertising, promotion, enhancing social media presence, and analyzing market trends.

Primary Responsibilities

- Develop and execute comprehensive marketing plans and strategies to promote our products and services.
- Conduct market research and competitive analysis to identify opportunities, customer needs, and market trends.
- Identify target customer segments and create customer profiles to tailor marketing efforts and messages.
- Utilize various marketing channels, including digital, social media, print, events, and PR to generate brand awareness and customer engagement.
- Develop and implement lead generation campaigns to drive sales and increase customer acquisition.
- Monitor and analyze key marketing metrics, including website traffic, conversion rates, and customer retention to optimize marketing efforts.
- Collaborate with sales team to develop effective marketing collateral, sales tools, and training materials.
- Stay up-to-date with industry trends, technologies, and best practices to drive innovation and maintain a competitive edge.
- Monitor and respond to customer feedback, reviews, and inquiries through various channels to ensure high levels of customer satisfaction.

Qualifications

- 4+ years of B2B sales and marketing experience with a focus on long-term strategies.
- Bachelor's degree in marketing, business, communications, or related field preferred.
- Prior exposure to the telecom industry a plus; with demonstrated experience in the technological field preferred.
- Strong understanding of marketing principles and best practices.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.

Company Benefits

- Company 401(k) match up to 6%
- Paid Holidays and Vacation Days
- Health, Vision, and Dental Insurance

OPTK Networks is an Equal Opportunity Employer