



Position Description: Marketing Director

Purpose:

Help Radish Be Amazingly Successful!

Your overall purpose as Radish's marketing leader and member of the senior management team is to build and lead the marketing team to successfully launch and grow Radish Systems. You will:

- Develop and implement the marketing plan;
- Be accountable, through hands-on leadership, to raise the level of brand awareness, generate leads, build customer loyalty, ensure the right products are profitably delivered to solve real market problems, and support the sales organization in generating revenue;
- Build and manage the marketing organization, including product management, marketing research, and marketing communications; and
- Develop and run the marketing organization, budget, and systems.

More specifically, lead the Marketing team through the Pre-Launch, Launch, and Post-Launch of ChoiceView products. Lead the team in building the Radish and ChoiceView brands (including collateral, web site, social marketing, publicity, trade shows, etc.). Collaborate with Business Development/Sales to identify leads, expand the customer base, and book sales revenue.

Location:

Work virtually from current location or in/near Boulder, CO.

Employment:

Immediate. Permanent, full-time preferred.

Compensation:

Start with an equity-only position.
Grow into salary and equity position commensurate with experience.

Reports to:

CEO, Theresa M. Szczurek, Ph.D.

Direct Reports:

Marketing team, interns, and consultants

Responsibilities & Deliverables:

Strategic Planning and Execution

- Explore and develop short and long-term marketing goals, strategies, and plans to ensure financial stability and growth of Radish Systems. Develop, implement, and update an annual strategic development plan and budget.
- Implement the marketing plan in collaboration with the CEO, marketing team, and other team players
- Work closely with the CEO in preparing and tracking the annual budget, as approved by the Board

Product Management

- Serve as a champion for Radish products and services, both internally and externally
- Develop and get buy-in to a corporate product management process
- Work with Launch and Sales teams to ensure successful Pre-Launch, Launch, and Post-Launches
- Based on market research, collaboration with Business Development/Sales and other corporate team members, and inspiration as a marketing leader, identify, plan, develop, and deliver new product solutions for market "pain" that have potential for profitable sales. Develop product plans including clarity of people to serve, product definition, pricing, and ways to place and promote in the marketplace.
- Manage 'go-to-market' product marketing and promotions including annual trade show, conference, and presentations schedule and execution
- Provide marketing leadership and materials to support Sales, external sales channels, resellers, etc.

Marketing Communications

- Create a streamlined, sustainable strategic communications infrastructure with the intent of everyone communicating a consistent value proposition message and increasing the awareness of Radish in our target audiences
- Evolve and ensure consistency of overall brand in all materials, including presentations, print and online collateral, website, social media, promotional items, reports, etc.
- Integrate traditional and non-traditional marketing tactics to assure consistency in messaging and seamless execution of marketing activities
- Ensure current design, contents, and SEO on website and in all social media at all times; manage for quick responses to inquiries, comments, etc.
- Ensure timely, ongoing local, national, and international media coverage of Radish Systems and our products lines, people, solutions, etc.
- In collaboration with senior management team, serve as the voice of Radish at presentations.

Marketing and Customer Research

- Collect and analyze data related to marketing outcomes; provide periodic reports, evaluations, and assessment of company activities to CEO and Board of Directors
- Conduct, synthesize and direct the use of research on market evolution, competitors' technologies, potential product solutions, customer preferences, buying patterns, etc. to update Radish, strategic plans, killer applications, sales formula, etc.
- Develop and support ongoing means to build customer satisfaction and engagement such as User Forums and Groups.



Sales Support and Systems

- Support communications to marketplace through all sales channels including direct and reseller partners
- Develop and manage various databases and systems to capture leads, prospects, and customers in collaboration with Business Development/Sales

Qualifications and Attributes:

- Passion and can-do, positive attitude
- Proven record of success in planning, developing, and implementing creative 'go-to-market' strategies which have launched technology companies and products via major campaigns (B2B and B2C preferred)
- Knowledge of and connections within the mobile communications, software, and/or contact center marketplaces
- Demonstrated ability to effectively manage social media, digital marketing, and traditional marketing channels to quickly produce awareness, interest, desire, and action
- Highly effective communications, interpersonal, and people management skills
- Strategic thinking with ability to tactically execute with professional follow up within budget
- Entrepreneurial business sense with ability to generate new income-producing streams
- Computer literacy with office software, databases, social media, email, and the web
- Ability to prioritize, manage, and follow through on multiple projects / relationships

Success Metrics:

- Passionate leadership of marketing organization, with inspired and productive people
- Enhanced internal and external communications, with increased level of Radish/ChoiceView brand awareness (as measured with website traffic, articles, tweets, followers, prospects, etc.)
- Successful product management (right solutions to solve market pain for maximum profitability)
- Well-executed product launches and other campaigns, within time and marketing budget which produce awareness, leads, and sales
- Happy and loyal customers (as measured with Net Promoter Score or other user satisfaction metric)
- Identification of new markets and prospects (leads generated)

Date Issued: August 26, 2010 (open until removed from www.RadishSystems.com)