

**Title:** Web/Graphic Marketing Manager

**Reports to:** Vice President, Marketing

**Status:** Full Time

## Position

Reporting to the VP of Marketing, the Web/Graphic Marketing Manager will oversee the management and administration functions related to the company's Website, search engine marketing, social media and online/interactive content. The role is responsible for managing [www.angoss.com](http://www.angoss.com) including its content management and timely updates working in WordPress. In addition, the role has lead responsibilities for search engine marketing and managing the creation and publishing of online/interactive content.

The Web/Graphic Marketing Manager is a key resource in support of Angoss' growth initiatives. The role is a good fit for an enthusiastic, disciplined and technically adept self starter with a passion for digital marketing, technology and creating/publishing compelling online content. This is an excellent opportunity for someone skilled in WordPress with HTML skills, graphic design (Illustrator) skills and other technologies that support marketing operations.

## Responsibilities:

- Manage the online property, [www.angoss.com](http://www.angoss.com), on the WordPress CMS, including website administration, quality assurance, content management and content updates.
- Design, code and publish landing pages and HTML emails to support campaigns.
- Manage the company's online/interactive content, including collaterals, on demand presentations and videos.
- Plan and execute, measure search engine marketing including SEO, SEM and link building.
- Plan and manage social media initiatives on Twitter and LinkedIn.
- Report on Website visitor traffic, experience and conversions using Google Analytics.
- Ensure the company's digital footprint is current, operational and of highest quality.

## Skills:

- Minimum 3 years hands-on experience managing websites and CMS's, including WordPress.
- Intermediate working knowledge of WordPress, HTML and MS Office. Javascript a plus.
- Experience using Adobe Illustrator and demonstrated web/graphic design experience.
- Working knowledge of Google Analytics, Google AdWords, Twitter and LinkedIn.
- Experience with WebEx, Marketing Automation tools, Salesforce.com and Brainshark a plus.
- Strong attention to technical problem solving with ability to prioritize and escalate.
- Mature verbal, written and interpersonal skills with a can-do attitude.
- Resourceful, highly organized, reliable and detail oriented.
- B2B and/or technology industry experience a plus.

## Applications

Applicants should apply by submitting the following to [careers@angoss.com](mailto:careers@angoss.com). In the "Subject" field specify "Angoss Careers: Web/Graphic Marketing Manager"

- Cover Letter
- Resume

## References

Applicants will be expected to provide suitable references from current or former employers upon request.

## About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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