



Position Title: Inside Sales & Marketing Manager
Location: Rochester
Reports To: VP of Operations & Product Development
Department: Sales & Marketing
Terms: Full-Time; some travel may be required
Classification: Salaried; Exempt

Position Summary: The Inside Sales & Marketing Manager is responsible to oversee the team of inside sales and marketing specialists to ensure the team meets monthly goals. This position is responsible to direct and initiate marketing programs, initiatives and research projects as they pertain to all company marketing channels. This position will lead the strategic direction of the Inside Sales and Marketing departments.

Essential Job Functions for Inside Sales:

- Manage a team of inside sales specialists that contact customers through, but not limited to, phone calls, email, live chat and webinars to communicate opportunities to extend product offerings with the company.
- Facilitate new processes, tools, communications, training and methodologies to ensure sales program success.
- Collaborate with marketing & sales support, product management and account management to facilitate new programs, messages, campaigns and offerings.
- Oversee resource planning, reporting, territories, incentives and communications for the assigned team.
- Participate in client interactions to ensure cross-training, customer satisfaction and management involvement regularly.
- Oversees inside sales activities and provide coaching as needed to ensure the right message is delivered for the product or service.

Essential Job Functions for Direct-to-Customer Marketing:

- Monitors market trends and oversees advertising and marketing activities to ensure the right message is delivered.
- Interface with Graphic Designer to publish professional quality marketing collateral
- Interface with VP of Operations & Product Development and Chief Technology Officer to ensure that all product websites are effective and functioning properly. Recommend new content and assets to keep the sites fresh. Monitor website traffic and SEO results and ensure that the websites are meeting lead generation targets.
- Manage SEM and PPC/PPL vendors (Google Ads, Capterra and others), and all online marketing promotions (e.g., “Must See Products”). Ensure that these sources are meeting lead generation targets. Research, recommend, test and implement new lead sources as appropriate.



- Interface with Production and Content Manager to ensure that content assets are distributed through appropriate digital media channels. Consistent with the content authoring/editing responsibility, interface with the President, VP of Operations & Product Development and others to create and implement new emails and assets to drive Coolfront product sign-ups, conversion, and adoption.
- Identify and propose third-party prospecting email lists. Source lists and integrate into prospecting campaigns as appropriate.
- Manage all one-off emails (*e.g.* new Coolfront product feature alerts, promotions, system-down notifications, etc.)

Essential Job Functions for Affiliate Marketing:

- Interface with the Marketing & Communications Coordinator to test and validate new Affiliate Landing Pages. Continuously monitor all Landing Pages and Affiliate lead flow.
- Interface with the Production and Content Manager and the Director of Business Development & Affiliate Sales to ensure that all co-branded Affiliate marketing materials are produced and delivered in a timely manner and meet quality standards. Recommend new co-branded collateral options to support Affiliate marketing.
- Interface with the Director of Business Development & Affiliate Sales to publish monthly Affiliate E-Newsletter.
- Increase brand awareness, lead generation, and revenue from the event & tradeshow marketing channel.

Other Job Functions:

- This is not an exclusive list, additional job-related duties may be required.

Skills & Abilities:

- Exceptional written and oral communications.
- Exceptional coaching skills.
- Leadership skills.
- Comfortable with technical systems such as mobile apps, content management systems (CMS), marketing automation systems (MAS), customer relationship management systems (CRMs) and mobile apps/technology.
- Ability to handle many diverse tasks simultaneously and keep projects on schedule.
- Ability to work well with others and reconcile various points of view.
- Desire to be a committed advocate for Coolfront Technologies externally and for the sales and marketing effort internally.
- Working knowledge of the most current technologies and products used in the industry.
- Teamwork.
- Customer/Client Focus.



Education & Experience:

- BA in Marketing, Business, Communications or Journalism.
- MA in Communications or MBA a plus.
- 3-5 years experience with/in:
 - Writing copy for printed marketing collateral, websites, blogs, and emails.
 - SEO/SEM/website analytics/PPC/PPL programs.
 - PR/AR experience and comfortable working with publishers and journalists.
 - Creating integrated marketing campaigns.
 - Leading/Managing/Coaching a team with demonstrated success
- Salesforce.com experience strongly preferred but not required.
- Experience with Pardot, Eloqua, Marketo, or other marketing automation tools a plus.
- Support for product launches a plus.

Physical Requirements:

- Ability to sit for long periods of time.
- Ability to stand and walk frequently.

**To be considered please email your resume and salary requirements to
Courtney@coolfront.com.**