



Marketing Manager

About This Job

GeoPoll, the largest mobile survey platform in the developing world, is looking for a Marketing Manager to lead all marketing and public relations efforts for the company. The Marketing Manager will be responsible for both coming up with communications strategies and executing those plans with little supervision. This is a broad-reaching role and will touch many parts of GeoPoll's business, working closely with the sales, product, research, and client services teams. The ideal candidate will be an extremely strong writer, and an efficient self-starter excited to work within a fast-growing company with an international focus. Position based in Denver, CO.

Responsibilities

- **Own and develop all GeoPoll marketing materials:** Work closely with executives and sales team to update and create marketing materials including powerpoint presentations, one-pagers, and case studies for GeoPoll products.
- **Manage digital marketing efforts** including blog schedule, social media accounts, email marketing campaigns, landing pages and online advertisements.
- **Oversee online campaigns** for GeoPoll's self-service product, GeoPoll On Demand, and make changes as needed to increase conversions.
- **Write and distribute press releases** for major announcements, answer press inquiries and maintain relationships with key journalists.
- **Develop long-term strategies** for building GeoPoll's brand including strategic partnerships, research studies, speaking opportunities and more.

Requirements

- 2-4 years' experience in marketing, communications, or public relations.
- Excellent verbal and written communication skills. Experience writing blogs, press releases, or other marketing materials in a professional capacity.
- Excellent attention to detail and organizational skills with the ability to follow through and execute on tasks in a pro-active, timely manner.
- Must be an independent, self-starter with the ability to work independently and take direction as needed.
- Smart and passionate with the desire to work in a challenging work environment.
- Strong knowledge of Powerpoint and Word. Familiarity with Excel and Photoshop preferred. Some design experience is a plus.
- Experience with HTML/CSS, marketing automation systems such as Hubspot, and managing social media accounts strongly preferred.
- A Bachelor's degree in communications, marketing, international relations, international development, and/or other related field preferred.
- Willingness to travel internationally, as required.

About GeoPoll and Mobile Accord

GeoPoll is the world's largest real-time mobile survey platform, reaching a growing network of 300 million users in 20+ countries worldwide. Through partnerships with telecom providers and a multimodal platform powered by SMS and IVR, GeoPoll enables companies and organizations to gather quick, accurate and in-depth insights on anything from preferences on consumer goods to food security. GeoPoll is a product of Mobile Accord.

To apply please email a cover letter and resume to roxana@geopoll.com with the job title in the subject line.