

Want to support and grow with a tech startup team?

TraknProtect is a cloud based company providing WiFi and BLE enabled products used to monitor the location of hotel properties' assets and provide quick response to hotel associates that are in distress. We have automated an asset tracking process and provide real-time location quickly and accurately to first responders. This is a rapidly growing organization, that is making a huge impact in the next gen hotel technology products.



Overview

We are looking for a full-time on-site Marketing guru to join our team. In this high profile position, you will utilize your unique creativity and quick thinking to advance all areas of TraknProtect's marketing. Your ability to identify trends, brainstorm growth strategies, and cultivate content will help you excel in the position. You'll have an opportunity to make an immediate impact on the company's success and the freedom to develop new ways to present our marketing. You are the right fit for this position if you are organized, have strong time management skills, excellent communication skills and pay extreme attention to detail. To be successful in this role, you must be goal-oriented, innovative, thrive in a fast-paced environment, and juggle multiple projects and deadlines simultaneously. Your energy and passion about the TraknProtect team will play a crucial role in our company's success.

Position Duties

- Be the key driver of TraknProtect's marketing, ensuring quality content is constantly being posted and grabs the attention of the clients
- Identify trends and insights to optimize performance of all content
- Create and publish monthly newsletters
- Develop digital content including social media, blogs and press releases
- Track down and apply for awards, discover strategic events & conferences to attend, and organize speaking engagements at events
- Be on top of all areas of TraknProtect's progress
- Cultivate media connections to get coverage and attention on the product
- Create graphics to be utilized on social media and in pitch decks
- Create video content for the website and in lieu of blogs
- Develop case studies and get customer testimonials that would appeal to the audience
- Assist in creating and pitching presentations
- Play a role in cultivating a positive team atmosphere
- Brainstorming new, innovative ideas TraknProtect can utilize
- Monitor competitors and develop competitive analysis

Desired Skills

- Bachelor's degree in Marketing
- 2 years of marketing experience
- Relevant work experience in a startup and/or technology based company preferred, or company with similar pace and structure
- Strong interpersonal skills and proven leadership skills
- Strong social media skills on Facebook, Instagram, LinkedIn and Twitter
- Proven ability to thrive in a fast paced environment and demonstrate ability to juggle multiple competing tasks, deadlines, personalities, long and short term projects, etc.
- Extreme attention to detail in composing, typing and proofing materials, establishing priorities and meeting deadlines
- Must be forward thinking and constantly one step ahead
- Proficiency in: Adobe photo shop and illustrator, video editing software such as imovie or Adobe video editor
- Experience with various applications and CRM (Hubspot, Slack, Trello, and Dropbox knowledge a plus).

How to apply?

To apply, please send an email to Parminder@traknprotect.com with the subject "Marketing Manager 2018." Be sure to include your resume and LinkedIn profile. Also, please answer the following question: "Where was your best stay at a hotel and why?"