



Manager/Senior Manager, Marketing

About this Job

GeoPoll, the world's largest mobile surveying platform in the developing world, seeks a Marketing Manager/Senior Manager to join our Washington, D.C. or Denver, CO offices to support the implementation and roll out of GeoPoll's corporate and social sector (international development/government) division marketing efforts. S/he will collaborate with a global, cross-functional team of senior leaders and staff members to develop strategies and manage execution of tactics in support of GeoPoll's global brand. The successful candidate will be self-driven, thrive in a fast-paced environment, and possess excellent communication skills. To apply, please email a cover letter and resume to jobs@geopoll.com with the job title in the subject line.

Responsibilities:

Strategy Development & Marketing Execution (60%)

- Oversee and maintain GeoPoll's corporate thought leadership strategy and lead GeoPoll's social sector division marketing efforts
- Plan, implement, and manage integrated marketing campaigns for internal and external audiences across numerous markets and audiences
- Ensure GeoPoll's sales, marketing, and presentation tools—including news stories, press releases, briefs, success stories, and project descriptions for publication on the website, Facebook, LinkedIn, twitter and other social media sites—are current and relevant
- Ensure consistent and effective use of GeoPoll's brand identity elements
- Establish, maintain, and monitor marketing performance metrics

Business Development (25%)

- Research and regularly update leadership on competitor analysis with respect to both marketing and competitive positioning
- Provide various business development support on proposal activities, as needed, including editing and formatting of proposal documents
- Provide outreach and marketing support for our international development initiatives
- Coordinate memberships, including general participation, events and thought leadership opportunities
- Develop and implement training plan on relevant communications materials, processes, and procedures for all GeoPoll staff

Management (15%)

- Manage a remote marketing team who support GeoPoll's commercial sector and roll-out of GeoPoll's mobile application
- Ensure the development of annual performance objectives for direct staff, provide consistent feedback

Requirements:

- Smart and passionate with the desire to work in a challenging work environment within a start-up context
- 3 to 5 years of Business to Business (B2B) and/or Business to Government (B2G) marketing experience at corporations and/or marketing agencies with a focus on global marketing
- Global marketing experience across numerous services/markets/audiences a plus
- Excellent organizational skills, with ability to work well under pressure and perform numerous tasks simultaneously as needed
- Experience developing content for marketing materials, social media, and website is expected.
- Proposal support and graphic design experience is preferred though not required
- Excellent verbal and written communication skills is essential
- A Bachelor's degree in marketing, communications, international relations, and/or other related field is required; Master's degree 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 more than 320 million users in 30 countries worldwide on a deeply granular level and at unprecedented scale. Through partnerships with telecom providers and a multimodal platform powered by SMS and voice, GeoPoll enables companies and organizations to gather quick, accurate and in-depth insights on anything from preferences on consumer goods to election transparency and access to basic government services.