



## **VP Marketing (Midtown)**

Preparis [www.preparis.com](http://www.preparis.com) provides businesses a new way to protect their people, operations and shareholder value from 21st century threats. Our web-based solutions deliver best-in-class preparedness content and services that safeguard a company's most important assets. We use leading edge technology to rapidly deploy critical information and programs to a company's management and employees.

### **Job Description:**

The purpose of this very broad, strategic role is to create market awareness and revenue growth for our B2B, web-based workforce preparedness solutions (information, training, communication tools). The VP of Marketing will be responsible for all areas of traditional and online Marketing and Communications and will provide strategic leadership on ways to identify and penetrate key markets. In addition, he/she will provide thought leadership for product strategy and sales strategy, driving and/or participating actively in related workshops and meetings. This role is based in Midtown Atlanta.

### **Primary Responsibilities**

- Work closely with CEO to develop an innovative marketing strategy that supports overall corporate goals
- Drive the process of defining company messaging and its translation into all sales and marketing materials
- Implement automated marketing campaigns and process
- Create and execute both online and traditional marketing and lead generation plans to penetrate target markets
- Participate actively in the definition of company and product value propositions
- Assist in preparation of presentations & other materials required for sales calls
- Direct editorial and content elements for our core product
- Develop PR campaigns that position Preparis as an industry leader
- Monitor effectiveness and measure of marketing campaigns and tactics
- Manage CRM database for marketing initiatives (Salesforce.com)

### **Additional Responsibilities**

- Provide input on Preparis' strategies and goals as a key member of the team
- Represent Preparis at conferences and user groups
- Stay current on new technologies that will help Preparis maintain a competitive advantage

### **Essential duties**

- Achieve the company's marketing goals and objectives
- Independently establish and grow new marketing and sales strategies
- Communicate effectively with peers and other Preparis personnel
- Identify, understand and solve any obstacles to successful execution



**Required skills**

- Minimum of 10 years of experience successfully and autonomously managing a broad range of marketing initiatives within a B2B web environment
- Experience taking one or more new products to market
- Proven success in “Web 2.0” marketing strategies
- Bachelor ‘s Degree required, business concentration preferred
- Ability to manage multiple and competing objectives, demonstrated ability to adapt quickly to change, ability to prioritize and juggle to consistently meet multiple, short deadlines

**Compensation**

- Base salary plus bonus and stock options

**Email resume to** [jobs@preparis.com](mailto:jobs@preparis.com)