

## MARKETING OPERATIONS MANAGER

### Responsibilities:

Manage the overall execution of Perceptics' direct and indirect channel partner lead generation efforts and direct marketing programs. Drive qualified sales leads to the field to help Perceptics' business development team sell more products to more customers more often and more profitably.

### Business Opportunity Creation

- **Marketing Database Management.** Oversee the creation of Perceptics' global marketing database to support direct account and indirect channel sales business opportunity development for each marketing region (North America, Middle East / North Africa, and Southeast Asia). Consistently ensure the timeliness, accuracy, validation and efficiency of use. Understand, quantify, update and segment contacts in database.
- **Sales Lead Generation / Qualification Program.** Coordinate Perceptics' direct marketing agency (telemarketing) lead generation / qualification program. Develop a closed-loop lead generation process to monitor Perceptics' sales pipeline activity and track the effectiveness of Perceptics' lead development program.
- **Government Purchasing Web Site Tracking.** Establish Perceptics' web site registration on all government agency web sites and government purchasing portals (i.e., Canada's MERC) in North American, Southeast Asian and Middle Eastern countries to insure Perceptics and/or its channel partners receives early notice on all potential imaging systems opportunities via Request for Information (RFI) or Request for Quote (RFQ).
- **Coordinate Customer Relationship Management (CRM) System Implementation.** Oversee CRM implementation with Perceptics' business development team, including training, opportunity pipeline creation and field sales activity tracking and monthly reporting. Organize and maintain MVS lab
- **Coordinate Perceptics' Direct Marketing Promotional Campaigns.**
- **Conduct Market Research.** Conduct product application, market segment or competitive web-based research to facilitate direct marketing campaign development.

### General Duties:

- Monitor, review and report on marketing operations programs. Publish monthly ISO departmental metrics report – field sales call activity, sales pipeline value, leads generated, etc.
- Support business development efforts through PowerPoint presentation creation, literature requests and field support services related to business opportunity creation for direct or indirect channel partner sales.

- Collaborate with cross-departmental team members to capture product feature, benefits and specifications for customer, product or application segment promotional plans.
- Maintain Perceptics' **Master Quote Log** excel workbook for active and expired quotations.
  - ◇ Manage the overall execution of Perceptics' direct and indirect channel partner lead generation efforts and direct marketing programs. Drive qualified sales leads to the field to help Perceptics' business development team sell more products to more customers more often and more profitably.
  - ◇ Submit an updated Master Quote Log to V. P. Sales on or before 5 PM every Friday.
  - ◇ Submit a Marketing Operations Report by 5 PM every Friday, which summarizes the prior week's accomplishments, challenges and current week's goals.
  - ◇ Maintain appropriate inventory levels of Perceptics' sales collaterals.

### Requirements:

- **Education.** Minimum Bachelor of Science in Business Administration with concentration in marketing or communications. Advanced utilization of Microsoft software modules (Word, Access, Excel and PowerPoint). Access will be used as the foundation for Perceptics' direct marketing database and lead generation system.
- **Experience.** 5 years experience in building direct marketing databases with MS Access or equal software for direct and indirect channel partner technical sales to government and commercial accounts.
- **Skills, Attitudes, Behavioral Traits.**
  - ◇ Self-directed requiring minimal management oversight.
  - ◇ Strong detail, planning and process orientation.
  - ◇ Creativity
  - ◇ Excellent written and verbal communication skills.