

Corporate Marketing Specialist

Position: Corporate Marketing Specialist

Job Number: 0817-24

Status: Full Time

Channel Fusion is the trusted channel marketing management partner of America's top brands. We bring the passion to support our customers optimize their channel marketing programs through best practices, continuous improvement, performance insights and technology solutions; resulting in measurable results. We specialize in providing high tech, exceptional channel support services and custom technology solutions.

This position is responsible for building and expanding the Channel Fusion brand. We are seeking an innovative B2B marketer who will direct and implement marketing plans that generate leads, nurture existing clients and raise overall brand awareness. The ideal candidate will have a digital-first mind-set that balances creative approaches to reaching our audiences and executing effective, measurable campaigns.

**Primary Responsibilities:**

- Work with senior client management teams to develop and manage integrated programs including content strategy, thought leadership development, lead generation approach, and digital and social media strategy
- Build and maintain an robust marketing and editorial calendar that resonates with our target market
- Work closely with senior management and sales team to execute on content and thought leadership strategies such as promotional materials, web content, blog posts, articles, proposals and presentations, includes writing/editing text, design layout
- Generate & execute email marketing and digital marketing campaigns
- Develop ideas that generate positive coverage for the Channel Fusion brand in relevant online and offline local and industry media channels
- Implement analytics and tracking mechanisms for leads, campaign results, and sales forecasting

**Knowledge, Skills and Abilities**

- Bachelor's Degree in Marketing preferred
- 2+ years of experience in B2B or agency marketing and/or content creation
- Familiarity and experience with digital and social media applications
- Ability to work in a deadline-driven environment while working on multiple projects simultaneously
- Strong project management skills and organizational skills
- Experience managing end to end marketing from analysis and planning through execution of successful marketing programs

- Experience collaborating with sales function is a plus
- Proficient with MS Office applications including Word, Excel and Powerpoint
- Strong communication and presentation skills