



## Marketing & Communications Manager

### Job Description

**Title:** Marketing & Communications Manager  
**Reports to:** Director of Product Marketing  
**Job Type:** Salaried, Full Time  
**Relocation:** No

### Job Summary

Come join us at the nexus of data center technology, artificial intelligence and blockchain computing. As a Marketing & Communications Manager at GRC (Green Revolution Cooling), you will be responsible for developing, deploying, and managing targeted campaigns and strategies to increase brand awareness and to generate leads for the company's products.

The ideal candidate would have a solid background in digital marketing, strong written and oral communication skills, and some level of technical knowledge to be able to proficiently communicate GRC's solutions and underlying value proposition. Graphic designing skills and proficiency with creative tools such as the Adobe suite is a plus.

With GRC, you are operating in a dynamic technology start-up which is changing the paradigm currently limiting data centers.

### Key Responsibilities:

- Develop a strategic marketing plan and budget
- Create, launch, and manage lead generation campaigns
- Author regular press releases, newsletters, and social posts to increase brand awareness and demonstrate thought leadership
- Identify key channels and influencers in the industry and develop strategies and tactics to increase awareness about the company and its products
- Lead content creation efforts, collaborate with sales, engineering, and product marketing teams to create blogs, white papers, case studies, videos, website copy, etc.

- Support sales team through the creation of sales collateral, flyers, and presentations
- Identify key events and trade shows to exhibit / present the company's products at; design booth layouts, manage booth materials, coordinate with show organizers, logistics partners, and sales team
- Analyze and manage overall marketing performance including web, digital and offline campaigns; create regular reports and dashboards to track performance of active campaigns, website, etc. Suggest / make changes to optimize and improve ROI.
- Manage various marketing and sales tools including marketing automation, analytics, content management, and CRM platforms.

### **Job Requirements**

#### Required Abilities:

- Bachelor's Degree with course work in Communications, Marketing or related field.
- 3+ years of experience in digital marketing, advertising, PR, or related field, with proven results
- Effective written and oral communication skills; the ability to interact professionally with diverse groups
- Team-oriented collaborative working style
- Ability to manage multiple projects and deadlines with attention to detail and follow up with minimal supervision
- Highly organized; self-starter
- Able to adapt to changing project priorities in a fast-paced startup environment
- Proficient with marketing analytics/ automation tools, content management and CRM platforms.
- Graphic design skills and proficiency with Adobe creative suite preferred.
- Eager to learn and adapt quickly, comfortable with some ambiguity and a great sense of humor