



Position Description

Title: Marketing & Communications Manager
Reports to: CRO (Chief Revenue Officer)
Job Type: Salaried, Full Time
Relocation: Flexible

GRC is changing the dynamics of the Data Center industry. No other company has more experience or expertise in liquid immersion cooling for data centers than we do. We've been breaking through limitations and setting new standards of data center cooling and efficiency worldwide, for over a decade, providing patented technology that eliminates the need for legacy air-cooling and allows for true environmentally friendly applications and flexibility in implementation.

Job Summary

As GRC's Marketing & Communications Manager, 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.

- 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 quarterly 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
- 2-5 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.
- Able to adapt to changing project priorities in a fast-paced startup environment, comfortable with some ambiguity
- Sense of humor is a plus!