

Marketing Manager (Contract)



This is a 5+ month temp/contract position

📍 Oakland, CA (Free shuttle from BART to the front door)

To apply for this job, please submit your resume via email to Summer Nashif (snashif@livescribe.com).

SUMMARY:

Livescribe is the global leader in the design and manufacturing of smartpens, enabling customers to capture, search and share handwritten notes on the digital devices they use every day. We are a startup team that takes on the challenge of bringing innovative hardware and software to a competitive market. Above all else, we value teamwork, creativity and originality.

Right now, Livescribe is looking for an energetic, driven Marketing Manager for a 5+ month full-time contract position. The Marketing Manager will own marketing programs and promotions from start to finish – and specifically executing those programs across the Livescribe website and webstore along with driving demand generation programs using:

- Display Advertising
- Search Marketing
- Affiliate networks
- Content marketing
- Email campaigns

Livescribe's marketing team is lean so a good attitude, flexibility and willingness to wear multiple hats are a big plus. The right candidate is well organized with attention to detail and is able to effectively manage multiple hands-on projects with little supervision from start to finish.

To learn more about our products, check out the short video available at www.livescribe.com/livescribe3

Responsibilities:

- Manage advertising campaigns from end-to-end: craft quarterly briefs and digital advertising strategy, develop KPI's, manage agency and drive internal execution
- Webstore merchandising: manage all daily aspects of the Livescribe webstore, including new product introductions, promotions, seasonal content, etc.
- Work with internal creative team to drive development of all program and campaign assets including digital display units, website and store banners, email campaigns, product photography and more
- Contribute to store performance analysis, forecasting and budgeting
- Contribute to the planning and development of new site/store features and enhancements, coordinating as needed with internal web team and external developers
- Track, measure, analyze and report on site/store performance and recommend changes to information architecture, design and content as appropriate
- Support current affiliate programs (coordinating creative assets, payments, etc.)
- Drive email marketing efforts, developing content strategy, creative and deployment of transactional, informational emails, drip campaigns, newsletters, etc.
- Contribute and assist with other marketing projects and efforts as need arise



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Requirements:

- At least 4 years of consumer marketing experience with 1 year in a manager role. Experience in consumer electronics a strong plus
- Strong quantitative analytical skills with experience having managed digital advertising programs
- Great copywriting and communication skills
- Experience juggling multiple projects and willing to get your hands dirty as needed
- Quick learner and able to handle a fast-paced environment
- Strong work ethic, highly organized, conscientious and detail-oriented
- Bachelor's degree is a must. Business/marketing degrees preferred but not essential

Nice to Have:

- Retail and/or e-tail marketing experience
- Proven success managing agencies and vendors
- International experience and language skills
- Familiarity with online marketing tools and platforms
- Comfortable with technology products
- Experience with social media and public relations

We are headquartered in Oakland, CA with easy access from 880 and a free shuttle from BART. Qualified candidates must be legally authorized to work in the United States.

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