



Aptela, Inc.
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JOB OVERVIEW:

Marketing Manager

Location: Herndon, VA

Department: Marketing

Contact: careers@apptela.com

COMPANY OVERVIEW:

Aptela is a leader in business VoIP, eliminating the expense and hassle of traditional business phone systems and service with a powerful, Internet service that revolutionizes the way companies communicate. Targeting Small and Medium-sized Businesses, Aptela offers a solution that is innovative, reliable and affordable.


JOB DESCRIPTION:

The Marketing Manager will develop, plan, execute and measure integrated marketing campaigns to drive demand and generate qualified leads for Aptela. The Marketing Manager will serve as the primary copywriter/editor for a variety of online and offline media. The ability to translate product and service offerings into business-oriented value statements is essential.

Responsibilities include:

- Develop and execute demand generation programs and lead nurturing campaigns utilizing marketing automation tools. This will include coordinating and executing on all emails, landing pages and forms.
- Write and/or influence the direction of various types of copy appropriate for marketing materials for prospects, customers and internal audiences (sales collateral, case studies, website content, advertising vehicles, presentations, newsletters, etc.).
- Maintain high standards of copywriting and exercise quality control on all copy, including obtaining approvals, editing/proofreading. Edit and proofread copy developed by others as needed.
- Establish marketing project schedules (timelines, milestones and deliverables) and manage progress to ensure on-time delivery.
- Optimize website for continual improvements in conversions and other key website statistics.
- Maintain our in-house database to ensure we have clean, correct and complete data to effectively engage our audiences. Research and develop prospect lists based on segmentation criteria and marketing initiatives.
- Support media relations, analyst relations and event marketing as needed.

This position reports to the Director of Marketing.



JOB REQUIREMENTS:

- Demonstrated success in driving qualified marketing and sales leads.
- Outstanding written and verbal communications skills.
- Superb organizer who can coordinate task between many contributing parties and push projects through to completion.
- Highly computer and web savvy.
- Creative thinker.
- Passion for excellence.
- Excellent communication and presentation skills; writing samples will be requested.
- Excellent interpersonal skills and the ability to effectively interact with people who have differing work styles from your own.
- An above average understanding of email and online marketing best practices, CAN-SPAM laws, direct mail and/or SEM/pay-per-click (PPC) is a plus.
- Experience building strong working relationships with Sales.

QUALIFICATIONS:

- Bachelor's degree required, preferably in marketing, communications or related field.
- 4-6 years experience in marketing communications or related field.
- Prior experience with marketing automation preferred.
- Excellent written communication skills a must.
- Strong organizational skills with the ability to handle multiple, high-priority projects with a keen attention to detail.
- Professional demeanor; team player orientation.
- Hands-on, energetic and motivated self-starter.
- Prior experience in the high tech, telecom or Software as a Service industries preferred.
- Some knowledge of Adobe (InDesign, Illustrator, Photoshop, Captivate) and HTML preferred.

Aptela delivers the energy and fast paced excitement you would expect of a rapidly growing company, in addition we offer medical, dental, 401K, competitive paid time off, and a team oriented work environment. Come join us and help Aptela lead this exciting market.

If your experience matches our requirements, we'd love to hear from you!