



Video Solutions for Security Professionals™

City of Industry, CA | Newark, CA | Carrollton, TX

## Director of Marketing

### Summary of Position:

This position as a key contributor to the LTS senior management team is responsible for developing and maintaining company's brand and leveraging it through various channels to support sales and retention for new and existing clients. This role also employs cost effective, high return strategies to drive acceptance of the company's existing and new product lines and programs. In addition, this role will -

- be responsible for designing, implementing and measuring the success of marketing programs that will continue to position LTS as the industry leader
- direct the efforts of the marketing team and coordinates at the strategic and tactical levels with other functional teams at LTS
- develop short- and long-term plans and budgets for all brand marketing initiatives, programs and its activities, monitor progress, and evaluate performance

### Essential Duties and Responsibilities:

- Demonstrate experience in hiring, leading, engaging, influencing, developing, supervising and reviewing employees
- Demonstrate commitment to working with shared leadership and in cross-functional teams
- Develop and execute marketing, promotional and communications strategies that position company brand, generate qualified leads, and generate product awareness.
- Manage marketing budget and evaluate marketing activities using ROI, productivity and performance metrics.
- Lead and develop print and electronic marketing programs and campaigns including advertising, direct mailing, web presence, social media messaging, E-blast, Search Engine Optimization, PR and promotional activity through the marketing mix.
- Develop and manage website content, marketing automation, product catalog and sales sheets.
- Maintain branding standards and leads design concepts to meet the business objectives of the organization.
- Responsible for executing market research plans to identify demographics and segmentation necessary to support sales and product objectives.
- Support multiple business channels, lead creative activities including editorial, design and production, responsible for event planning and trade show management.
- Support the development of sales programs to achieve sales/retention targets.
- Support the development of sales training materials and events.

### Positioning, segmentation and communication:

- Oversee corporate communication activities, both internal and external, along with managing public relations efforts. Write marketing documents for internal and external audiences
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies.
- Develop and deliver insightful presentations and strategies to the business unit and executive committee where appropriate.



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- Coordinate and maintain the appearance of all LTS print and electronic materials such as letterhead, use of logo, brochures, etc.

**Experience & Key Attributes:**

- Five to ten years' experience in Marketing
- Five plus years' experience in leadership role and managing a marketing team, preferably technology
- Marketing plan development and implementation
- Five years' experience in Product Marketing
- Proven ability to collaborate and align strategies with product development and sales organizations
- Social Media experience; Web related experience
- Demonstrated experience building industry leadership with a multi-channel B2B / B2C brand preferred
- Prior experience in Mobile space in a marketing capacity preferred
- Leader: Strong leadership skills and the ability to attract and retain and motivate talent to deliver results as well as be a team player who coaches and develops talent and creates opportunities for professional development.
- Implementer: Must be able to design and implement both strategic and tactical plans combined with operational experience to implement and see plans through to successful completion.
- Business Leader: Ability to contribute to the formulation of strategic positioning of products, and anticipates shifts in the competitive environment and potential impact on the business and responds accordingly
- Believer: Believes in LTS cultural beliefs and strategy and is the company champion internally and externally
- International marketing experience a plus

**Education:**

- BA Marketing or Business Administration required
- MBA in Marketing or Business Administration preferred

**JOB SNAPSHOT**

- Employment Type Full-Time
- Job Type Marketing, Strategy - Planning
- Education Bachelor's Degree in Marketing or Business Administration
- Experience 5~10 years
- Manages Others Yes
- Industry Video Surveillance, Distribution
- Required Travel 10%~15%