

Position: Marketing Executive (Raleigh, NC)

Company Location: Raleigh, NC

CCSS is an established, successful computer software company specializing in the IBM (AS/400 – iSeries – Power Systems) computer software marketplace.

CCSS is recognized as a worldwide market leader in system monitoring, messaging and wireless software and has an impressive North American and international list of blue-chip clients.

www.ccssltd.com

CCSS is currently recruiting a Marketing Executive who will work with the existing marketing team and worldwide sales team with responsibilities including expanding the CCSS brand, managing lead generation and nurturing, and supporting sales goals.

General:

CCSS provides an excellent remuneration package, first-rate working conditions with a reduced standard working week as per normal in the USA, (35 hours; 9 – 5 compared to the norm of 40 – 45 hours). We also grant generous holidays by US working standards, and in addition flexible working conditions are provided to take into account family life. CCSS in return expects enthusiastic, flexible dynamic, ambitious and hardworking people to provide a true work life balance for the above.

Primary Responsibilities:

Advertising: Concept development, creation, placement and planning of both online and print advertising campaigns for the US, UK, and Germany

E-marketing: Concept development, creation, and distribution of all e-marketing campaigns

Web and Social Media Presence: Update and maintain website content and graphics, work with website consultant to develop website, maintain presence on social networking sites like LinkedIn, Facebook, and Twitter, manage Google Advertising and Analytics

Public Relations: Develop press plan, edit press releases, and distribute to press; coordinate editorial and earned media opportunities

Budget: Create, maintain and oversee the North American Marketing Budget

Documents/Print Materials: Edit and develop the CCSS content portfolio, coordinate printing

Conferences/Trade Shows: Coordinate and attend industry trade shows

Lead Generation and Nurturing: Responsible for lead generating activities, managing leads in the contact database, and nurturing leads with marketing campaigns

Key Experience and Requirements:

Required:

- Positive attitude – most important
- Flexible
- Honest and Trustworthy
- Confident
- Excellent interpersonal and communication skills required.
- Excellent literacy (email, writing, proposals, etc) and telephone skills required

- At least 2 years work experience in Marketing or related field (e.g. corporate communications, public relations)
- Experience with ACT!, Salesforce or other contact management database
- Advanced computer skills and experience required in the following:
 - ✓ Adobe Creative Suite including InDesign, Illustrator, Dreamweaver and Fireworks
 - ✓ Basic HTML (Dreamweaver)
 - ✓ MS Office

Preferred:

- Degree level education (Bachelor of Arts or Science)
- Creative experience for advertising concepts and campaigns
- Experience in lead tracking and nurturing
- Familiarity with IBM i OS (formerly known as AS400, iSeries, System i)
- To be familiar with remote web based software (WebEx or similar)
- A clean driving license and a current passport as you must be prepared to travel for general business purposes.

Nice to have

- Ideally worked in an IBM environments (AS/400 – iSeries – Power Systems)
- Networking/Prospecting/Partnering experience

Reporting To : Ray Wright – President and CEO of
CCSS (USA) Corp

Working Environment : Working from our main office in Raleigh, NC, USA.
Attending shows & conferences as needed.
Working closely with marketing staff in Kent, UK

Confidentiality : By the nature of your position, it is of paramount importance that CCSS's **TOTAL** confidentiality is kept at all times relating to all business matters. US Law will govern this.

Please send cover letter and résumé to Adrian Tennant at marketing@ccssltd.com