

Intraware, Inc. Job Description

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| Job Title: | Director of Marketing |
| Department: | Sales |
| Reports to: | SVP, Business Development |
| Status: | Exempt |

GENERAL PURPOSE OF JOB

Overall responsibility for Intraware's corporate and marketing initiatives. This includes responsibility for strategic initiatives, combined with the execution of tactical marketing initiatives (internal and external), to ensure that Intraware's SubscribeNet and zAthlete services are communicated to the market and to Intraware's partners to maximize the company's short-term and long-term business opportunities and goals. Interaction with and support for mutual marketing programs with Intraware's key partners.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Frequently:

- Responsible for overseeing all marketing, branding and communication of Intraware's software services solutions.
- Build and maintain relationships with outside agency/agencies to ensure Intraware is maximizing all opportunities to present our value proposition
- Develop and implement high-value marketing initiatives to generate demand and ensure systems are in place to track effectiveness of these initiatives.
- Work with Engineering/Product Management to ensure all Marketing initiatives and communications are in alignment with the SubscribeNet services road map.
- Work with Account Managers to help maintain and maximize customer relationships.
- Work closely with Sales to ensure collateral and sales tools meet their needs.
- Produce collateral and sales tools for the SubscribeNet service – help create and manage all product collateral, sales presentations, service datasheets, brochures, whitepapers, case studies, etc.
- Company web site: develop a highly engaging, interactive web site that is establishes Intraware as the leading SaaS provider of entitlement management solutions. In addition, manager all other company communications on the web site to ensure that the web site always reflects the latest product and company messaging.
- Product branding: help establish and enforce standards for the SubscribeNet services brand family, including: look and feel, tone and personality. Ensure consistent application of key messages across all SubscribeNet service

materials. Work closely with the Senior Product Management team. In addition, be an integral member developing and executing the product branding strategy behind zAthlete

- Corporate communications: plan and execute all PR related activities
- Internal communications: regularly report and disseminate information internally to ensure that intrawarriors are informed appropriately and on a timely basis on product marketing and other marketing activities.

Regularly:

- Maintain excellent relationships with key industry analysts and ensure that the technology positioned as the market leader.
- Manage the Marketing budget.
- Monitor competitive landscape.
- Product marketing rollouts: help develop and execute product rollouts.
- Program management: plan and execute all product branding and programs spanning advertising, direct marketing and tradeshow. Source and manage agencies, consultants or other outsourced marketing services as appropriate.

Occasionally:

- Manage partner marketing relationships.
- Sales events: plan and manage: sales meetings (quarterly), lead generation events such as customer/prospect webinars (monthly) and regional sales events (sporting events, etc.), and SubscribeNet User Group Meeting.

ATTENDANCE

Consistent and reliable punctuality and attendance are major requirements due to a limited work force and backup for the essential functions listed.

LEADERSHIP AND SUPERVISION

Normally receives little instruction on day-to-day work, general instructions on new assignments.

SUPERVISORY RESPONSIBILITIES

None.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B A.) from a four year college or university; or two to four years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients,

customers, and the general public. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and draw and interpret bar graphs. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret a variety of technical instructions.

CERTIFICATES, LICENSES, REGISTRATIONS

NONE.

OTHER SKILLS AND ABILITIES

- Basic keyboard and typing skills
- Word processing programs such as Microsoft Word
- Presentation software such as PowerPoint
- Spreadsheet programs such as Excel
- Database programs
- Basic Internet familiarity
- Good social and diplomatic skills
- High energy and endurance
- Excellent analytical and communication skills

OTHER QUALIFICATIONS

- Communicate effectively and positively with a variety of people
- Build and maintain positive relationships with clients and co-workers; inspire cooperation and confidence
- Demonstrate strong persuasive skills
- Contribute toward and build positive morale
- Handle situations with poise, understanding, and tact
- Maintain composure and focus under pressure and deadlines
- Demonstrate organizational skills and attention to detail
- Sustain productivity in a fast paced environment
- Ability to manage and independently prioritize multiple tasks
- Demonstrated commitment to self-initiated professional education and development

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand, use fingers to finger, handle, or feel, and reach with hands and arms, regularly walk and sit, and to frequently talk and hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, distance and depth vision, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.