

Bilingual Marketing Manager

Mural Consulting is currently seeking a Bilingual Marketing Manager (English and Spanish) to help a global communications partner deliver a new portfolio of services to SMB customers in markets including Mexico, Argentina, Brazil, and Colombia.

This is an exciting opportunity for the right candidate to travel to and gain experience within growth markets, while working as part of an executive team to build next generation marketing campaigns.

Mural Consulting partners with channel providers to deliver value added services and software products to SMBs. By leveraging Mural's expertise, our channel partners are able to produce successful end-to-end go-to-market strategies and marketing campaigns.

The Bilingual Marketing Manager's role will be to define and coordinate execution of go-to-market strategies for a portfolio of services, including web hosting, email, online backup, security, and other valuable business tools. This position will be supported by in-country resources and by our own in-house campaign execution manager.

The right candidate will possess expertise in the following areas:

- Campaign strategy for marketing campaigns including email, online banners, SEO/SEM, direct mail, bill marketing, and outbound telesales
- Promotional offer and pricing strategy
- Target audience segmentation and customer profiling
- Competitive research including pricing, portfolio and distribution benchmarking
- Product messaging and positioning for business-to-business offerings
- Defining and organizing distribution channels, sales scripting and sales incentive programs

Position Requirements:

- Five to seven years of marketing management experience at a large-scale organization
- Expertise in business-to-business marketing with a focus on customer segmentation
- Ability to read, write, and speak both Spanish and English fluently (Portuguese is a plus)
- Ability to travel about 20% of the time
- A sophisticated understanding of software applications including Microsoft Office Suite
- Excellence in organizing, analyzing, and presenting data
- Great interpersonal and written communication skills
- Prior work in the telecommunications industry is preferred

Position Details:

- We are considering both remote candidates and candidates located near our Tucson, Arizona headquarters
- We are open to candidates seeking contract or full-time status
- Comprehensive benefits available for full-time employees
- Flexible vacation policy
- Opportunity for career advancement and increased responsibility within our growing organization

About Mural Consulting: Founded in 2006, Mural Consulting is a fast-paced organization investing in technology solutions to help support the growing telco, ISP and tech industries. We provide customer on-boarding and customer experiences that facilitate rapid adoption of products, services and technology by businesses and consumers. We call this Facilitated Adoption™. Facilitated Adoption is a focused approach to providing proactive, “white-glove” customer experiences. Our people make high value impressions on your customers that remove barriers, decrease complexity and increase value throughout the customer lifecycle.

Link to apply: <https://muralcareers.com/marketing.html>