

Company: AudioStreamTV.com

Position: We are looking for a smart, accomplished, and talented marketer who will have responsibility and accountability for the company's marketing strategy and execution. Reporting to the CEO, he/she will plan and execute online and offline campaigns (using various forms of offline, online, social, mobile and digital media), customer acquisition efforts and public relations. The ideal candidate will have a strong background in marketing for digital, social, and media. This marketing executive should be driven to succeed and not be afraid of operating in a highly competitive marketplace. This person will be part of the senior team and will be a key player in implementing the company's online and offline marketing initiatives and developing an organization capable of meeting the company's ambitious growth objectives.

Responsibilities:

- Create and manage the execution of a comprehensive marketing and social media strategy and define programs that will increase awareness, traffic and retention
- Utilize site metrics to support decision making
- Build and manage company's marketing team
- Strategize with and educate the management team on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services

Requirements:

- Bachelor degree is required
- 3+ years of experience developing comprehensive marketing strategies in online, advertising, social, mobile or digital media space
- Extensive experience in brand building, direct response marketing, email marketing, retention marketing and customer acquisition
- Knowledgeable of social and digital media trends and how they will impact the future direction of the company, along with an understanding of the advertising and technology industries with experience in online media environment
- Excellent verbal and written skills with the ability to present data and conclusions in an organized, concise manner at all levels throughout the company and able to work effectively across internal and external organizations
- Strong analytical skills, quantitative skills and a creative mind-set
- Enjoy entrepreneurial atmosphere of a small company, but have a successful track record of building, managing and executing marketing strategy for a digital media, consumer-focused business
- A "roll up your sleeves" mentality, strong leadership/operating skills with the ability to staff, manage and lead a highly effective and efficient marketing team

Compensation: We offer a competitive base salary and equity participation.