

Director of Marketing

Lexipol, LLC, the country's leading provider of risk management resources for public safety organizations, is currently seeking a **Director of Marketing**, to be based out of our headquarters in Aliso Viejo, CA.

ABOUT LEXIPOL

Lexipol, LLC is a rapidly growing, well established risk management company, with offices throughout the United States, that provides web based policy and procedure manuals, and other services, to public safety organizations.

JOB SUMMARY

Reporting to the Chief Customer Officer, the Director of Marketing is responsible for establishing and implementing marketing and corporate communication programs designed to capitalize on market opportunities and generate demand. The Director of Marketing will facilitate client development through creative and innovative marketing plans that build brand awareness and reputation and measure the return on marketing program investments. The ideal candidate will be creative, resourceful, self-motivated, and have impeccable communication and leadership skills.

RESPONSIBILITIES

- Manage lead generation and lead fulfillment for sales organization in a B2B environment
- Support lead database with ongoing outreach to prospects
- Develop metrics to track lead pipeline from initiation to close
- Manage web site effectiveness
- Drive Search Engine Optimization and Marketing efforts to achieve sales results
- Create presentations, sales collateral, FAQ's, customer testimonials, case studies, product introduction campaigns, and white papers
- Develop and deploy successful niche marketing strategies with limited budgets and resources
- Create and leverage the "Lexipol Community of Users" to increase sales to new accounts and existing accounts
- Develop networks to feed our best practices data base
- Support the growth of the Lexipol brand to be "the standard" for risk management in public safety organizations and the thought leader in this space
- Create press releases to grow brand recognition and credibility
- Manage trade shows to include: scheduling, planning, organizing, staffing and lead tracking
- Develop and manage user conferences
- Conduct market research and stay abreast of competitive offerings
- Create display ads
- Manage consistency in Lexipol image use (logo, tag lines, etc.)

REQUIRED SKILLS

- Command of the English language and ability to communicate clearly and concisely, both orally and in writing.
- Excellent writing skills including spelling, punctuation, grammar and simple arithmetic.
- Ability to work effectively without supervision.

EDUCATION & EXPERIENCE

- Bachelor's Degree and 5+ years of relevant work experience required

- Master's Degree preferred
- Must be proficient with Microsoft Office Suite Applications (Word, Excel, PowerPoint, Outlook, Access, Visio), Adobe, Photoshop, ACT, SwiftPage, and Google Analytics

LEXIPOL ENVIRONMENT

- Competitive salary and benefits package
- Supportive employee and management team
- Comfortable office environment
- Business casual attire
- Background check required
- EOE

TO APPLY

Please email your resume, including salary requirements to: hr@lexipol.com

To learn more about Lexipol, please visit our website: www.lexipol.com