



Marketing Program Manager

Want to be part of a company that is using a disruptive and game-changing technology to design the fulfillment centers of the future for leading retail, distribution, and manufacturing companies? Want to be on the leading edge of a \$20 billion market?

Kiva Systems, Inc. is a rapidly growing Boston-based robotics company that is revolutionizing supply chain operations. Our customers are large retailers, catalog operators, e-commerce and other companies that ship products to consumers, businesses and retail stores. Please see www.kivasystems.com for more information about us.

Kiva is seeking a talented and motivated individual to contribute to the Marketing Team as a Marketing Program Manager. This person will be responsible for developing, planning, deploying, and reporting results of lead generation activities across multiple marketing channels ' primarily tradeshows and online, and also including search, media, print, and email. The ideal candidate will have several years of experience managing external and internal stake holders, including sales teams, analytics, web sites, agencies, data providers, etc. The ideal candidate will also be a self-motivated person with a strong bias for action, and driven to exceed lead generation goals, with expert-level analytical skills, and a strong sense of ownership of the work. Experience with collateral creation and/or inside sales experience would be a plus.

This position will report to the VP of Marketing and his/her responsibilities will include:

- Execute marketing strategies and campaigns that drive demand for Kiva solutions.
- Manage and be accountable for marketing lead generation funds.
- Manage and maintain marketing tasks and processes in salesforce.com (import leads, run reports, etc.)
- Plan and execute a variety of lead-generation campaigns for Kiva including emails, webinars, sponsored calls to action via newsletters, websites and print, viral marketing, and events.
- Develop different marketing tactics to support traditional and emerging market segments.
- Manage marketing campaigns on a day-to-day basis and ensure follow-up with Sales and Service.
- Coordinate, plan and execute regional events to support Sales lead generation goals.
- Coordinate, plan and execute traditional tradeshow events to support Sales lead generation goals. (periodic travel to work at US events is required)
- Provide first level of lead qualification and assign internal owners per company standards for all leads generated.
- Provide day-to-day direction for contractors and internal resources that conduct second level lead qualification via email and phone contact for 'warm' leads. This may include personally performing the second level lead qualification activities for certain programs.
- Provide analyses on campaign performance, conversion rates, spend, cost per lead and ROI to identify impactful lead-gen opportunities.
- Use data and analytics to help develop actionable strategic recommendations to maximize campaign success.
- Track lead generation performance against sales pipeline.
- Ability to synthesize results, derive insight, develop recommendations, and present findings to C-level executives.
- Work with marketing team members on other marketing communications and product management projects and programs as necessary; including, but not limited to: general collateral, customer demonstrations, corporate presentations, customer video and printed case studies.

The ideal candidate will have the following qualifications:

- Bachelor's Degree from a four year college or university
- 3-5 years of related marketing experience
- Strong critical-thinking and problem-solving skills, have excellent project management and communication skills, and be able to collaborate, multi-task, and prioritize projects in a fast-paced environment
- An understanding of lead generation business drivers
- Experience managing large scale segmentations in support of strong end-to-end campaign execution
- Solid reputation for delivering quality results via compelling and effective marketing communication campaigns including on-line advertising with demonstrated calls to action, direct mail and email campaigns, and customer focused webcasts
- Extremely analytical, detail-oriented, organized, responsive, metric-driven, and an excellent cross-team collaborator

Send qualified resumes to jobs@kivasystems.com with your name and position title on the subject line. No recruiters, please.