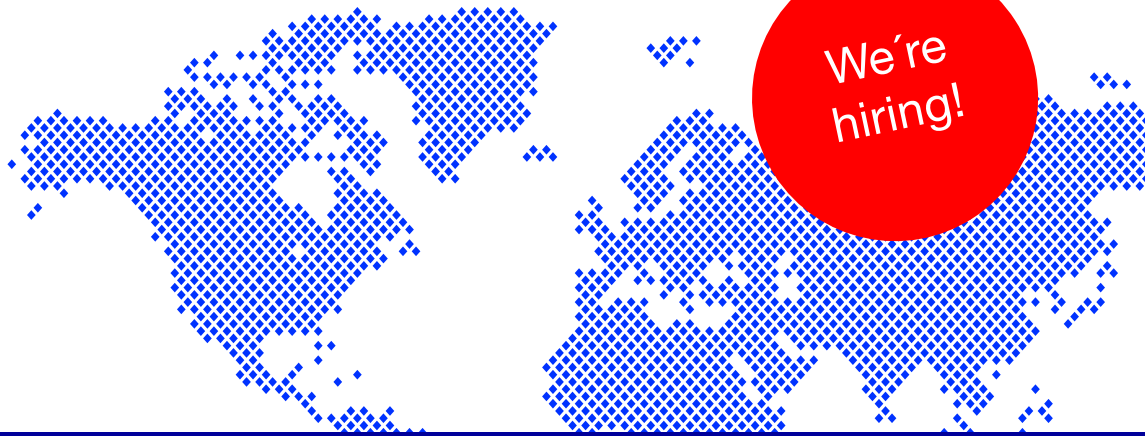


Add your
talent
to our data
intelligence



Sales & Marketing Manager

Greater Detroit, MI area preferred | Full time | asap

We're hiring! UNICEPTA is an innovation and market leader in the area of media intelligence. Together with its customers, it shapes the future of strategic communication. With roughly 700 employees around the world, UNICEPTA has a top-class pool of experts in media monitoring and analysis, research services and consulting. Decision-makers at national and international companies as well as industry associations and NGOs make use of our services.

Whether in our offices in Washington, Europe or Shanghai - UNICEPTA offers its employees attractive development opportunities and a high degree of creative freedom in a dynamic, technology-driven environment.

Your responsibilities

Your key responsibilities will be to support the Head of US Sales & Client Development in all department development activities including researching, developing and implementing marketing and sales opportunities, campaigns, and plans. Your main tasks will include:

- Lead generation and collaborating on ideas for sales action plans by researching, identifying, and contacting potential customers. You follow up on outbound leads via phone and email
- Accomplishing marketing and sales objectives by developing, implementing, and evaluating advertising, merchandising, and trade promotion programs nationally to help determine opportunities for increasing brand awareness
- Independently develop a thorough understanding of our industry and ideal customer profile by defining the competitor's share, competitor's strengths and weaknesses; forecasting projected business, and establishing targeted market share
- Help boost the product marketability and profitability by improving product packaging and coordinating new product development
- Proactively keep up to date with the market and the position's requirements by participating in educational opportunities, maintaining personal networks, and participating in professional organizations
- Carry out general office duties (organizational and administrative), and related tasks as needed
- Execute on various marketing campaigns including creation, evaluation and timeline management
- Support our conference presence, manage client engagements and local partnerships when needed
- Willing to travel nationally & internationally as assigned

Your profile

- You hold a Bachelor's degree
- You have 2-3 years experience in a Sales, Marketing or Client Development role and a very good understanding of related concepts
- You have a proven track record of making outbound calls and managing client relationships. Bonus if you have lead generation experience
- You have an entrepreneurial spirit, are self-motivated, have a positive attitude and are passionate about media and technology
- You can build a rapport with existing clients and are comfortable building relationships with potential new clients
- You are results-driven, creative, a self-starter with the ability to deliver high-quality work on time that is appropriate for review by key stakeholders
- You have excellent interpersonal skills including a demonstrated ability to be effective in an everchanging environment
- You have expert communication skills, verbal and written
- Communications, public relations or journalism background is a plus

Our offer

- Work with us in an expanding and forward-thinking international company
- A position with heavy responsibility, exciting and challenging projects for national and international customers awaits you
- A position that can grow with you as our team grows
- We offer you a position with an attractive salary package; additional benefits include: medical, dental, vision, 401(k), paid holidays, flexible PTO, and work arrangements, a casual work environment
- You will have exciting opportunities to advance your career and a high degree of creative leeway in a dynamic, technology-driven environment

Our commitment

UNICEPTA USA, Inc. is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity/Affirmative Action Employer, making decisions without regard to race, color, religion, creed, sex, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability, or any other protected class.

Contact

UNICEPTA USA Inc., 1250 24th Street NW, Suite 300, Washington, DC 20037.

Please send your application to jennifer.rutherford@unicepta.com