

## JOB DESCRIPTION

Director: Product Marketing	
About Clickatell	Clickatell -- the global leader in Personalized Priority Messaging through all mobile devices -- is the largest Online SMS mobile messaging gateway in the world, covering 869 networks in 223 countries and territories, with the potential to reach 5 billion mobile phone users -- more than 70 percent of the world's population. Clickatell enables simpler, quicker and more verifiable delivery of high-value, just-in-time, individualized communications and associated mobile transactional services. Its carrier-grade mobile messaging solutions have been embraced by more than 13,000 enterprise, government, medium and small business customers and application developers. Founded in South Africa in 2000, Clickatell is based in Redwood City, Calif. To learn more, visit <a href="http://www.clickatell.com">http://www.clickatell.com</a>
Location:	Redwood City, California
Date:	19 May 2011
Reporting To:	Senior Director: North American Product
Reporting to You:	N/A
Purpose	The incumbent analyses market and customer needs and plans, directs, and coordinates the marketing of Clickatell's North American products and services by performing the duties listed below.
Key Responsibility Areas:	<p>Perform market and product analysis and monitor financial, technological, and competitive factors to define market opportunities</p> <p>Develop market intelligence through analysis of current market conditions and trends, customer buying behaviour and competitive analysis</p> <p>Perform market and product positioning to highlight and differentiate the Clickatell portfolio of mobile messaging products and define Clickatell's value proposition</p> <p>Establishes marketing goals in coordination with product managers and global marketing team based in South Africa to ensure revenue, growth and recognition of Clickatell's products and services in North America</p> <p>Develop and manage marketing plans and programs, in coordination with global Marketing team based in South Africa, to ensure revenues and growth of Clickatell's products and services targeted at small businesses and enterprise customers</p> <p>Quantify business benefits and performs ROI analysis from a product perspective to direct Clickatell's advertising and promotion activities</p>

	<p>including web, email, and social</p> <p>Define and communicate Clickatell's value propositions to Field &amp; Inside Sales teams, and develop sales tools such as collateral and presentations, with assistance from Global Marketing and production team</p> <p>Communicates closely with Clickatell's global marketing team based in South Africa and outside advertising agencies on ongoing campaigns.</p> <p>Develops and recommends required budgets for North American product marketing activities required to achieve product uptake and revenues.</p> <p>Monitors performance of web, email and social campaigns in relation to pre-set targets and ensures that corrective action is taken to achieve marketing objectives within designated budgets.</p> <p>Evaluates market reactions to marketing programs and new product offers and formulates strategy to meet changing market and competitive conditions</p> <p>Conducts marketing surveys on current and new product concepts and drives production of case studies with current customers</p> <p>Manages activity and campaign performance and executive reports for North America</p> <p>Develops go-to-market strategy, marketing plan and marketing budget for new products and assists product team with development of business cases for new products</p> <p>Ensure positive interaction and professionalism with internal customers and external partners or customers</p>
<p><b>Core Competencies:</b></p>	<p>Strong mobile industry, mobile messaging or US wireless carrier business knowledge</p> <p>Good knowledge and interest in social marketing, commerce</p> <p>Excellent communication, presentation and organizational skills; ability to communicate cross-culturally across different time zones</p> <p>Flexible, team-oriented individual who possesses decision making and problem solving capabilities</p> <p>Willingness to communicate with international team during off hours (mostly mornings)</p> <p>Spanish language knowledge a plus</p>
<p><b>General Competencies:</b></p>	<p>The candidate will have a deep knowledge in the areas of mobile communication, specifically mobile messaging, and mobile application ecosystems.</p> <p>The candidate will have a good understanding and personal interest in social media, social marketing and social commerce and is willing to bring new and innovative marketing concepts into Clickatell.</p> <p>The candidate will remain current and maintain a broad knowledge of</p>

	Clickatell products, services and systems, cellular industry and regulatory requirements and project management skills.
<b>Experience and Education:</b>	<p>Master's degree or alternatively Bachelor's degree in Business, Marketing or IT related major</p> <p>7+ years of relevant business experience in web marketing, product marketing or product management</p> <p>Proven record of rolling out online marketing programs and/or product launches, meeting budget and deadlines</p> <p>Prior B2B marketing experience is desirable</p> <p>Project planning, resourcing and monitoring experience</p> <p>Proficiency in MS Office</p>
<b>Personal Characteristics:</b>	<p>Strong administration skills</p> <p>Attention to detail</p> <p>Self driven</p> <p>Good communicator</p> <p>Good interpersonal skills</p> <p>Positive outlook on life</p> <p>Assertive nature</p> <p>Logical thinker (strong troubleshooting skills)</p> <p>Customer service orientated</p> <p>Responsible and accountable</p> <p>Work / perform well under pressure</p>
<b>Special Requirements:</b>	<p>Regular and on time attendance.</p> <p>After hours availability if required.</p> <p>Perform on-call duties if required.</p>
<b>Note:</b>	<p>To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.</p> <p>You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks;</p> <p>During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your line manager.</p> <p>Relocation costs (if applicable) will be for own account.</p>