



**Position:** Marketing Representative  
**Location:** Billerica, MA  
**Reports into:** VP of Sales

## **COMPANY**

XOS Digital is a leading sports content and marketing services company specializing in elevating client brand campaigns and advertising initiatives through digital syndication, and original video programming. XOS Digital's content offerings brings marketers not only an array of unique styles and formats but a strong digital syndication network enabling scaled but yet focused digital distribution network providing you an unparalleled way to interact in an ever-changing media landscape. It does this by redefining the manner in which collegiate and other licensed content is packaged, distributed and consumed across virtually every content platform. XOS Digital serves more than 125 partners, inclusive of top Division I colleges and several collegiate media properties, and enables them to preserve and effectively manage their exclusive media content.

## **ROLE**

The Marketing Representative is responsible for four main areas of responsibility for DCT marketing including: external marketing and communication (including PR), web site involvement for coaching solutions, tradeshow/customer event logistics, and brand management. This candidate will be responsible for working closely with sales and product marketing to insure that product messaging and corporate presentations are consistent and clear. This candidate will work cooperatively with HQ Marketing on coaching solutions web site and will be responsible for insuring the ongoing development of a website that helps drive XOS and its brands (ie: XOS Thunder). This candidate will be responsible for all tradeshows and events from both a marketing and logistics standpoint. Finally, this candidate will need to possess strong creative and communication skills as well as an understanding of technology.

## **RESPONSIBILITIES**

- Works closely on a day to day basis with HQ Marketing, Product Marketing and Sales
- Develop a comprehensive marketing plan that covers: media, event, brand, and web strategy
- Executes on go-to-market strategy with product marketing and sales (marketing portion)
- Work with HQ Marketing on external communication including: customer, media, web, and assists with internal communication (sales, etc)
- Owns all marketing materials for DCT (videos, marketing slicks, podcasts, etc.) Work with HQ Marketing in these areas



- Owns all DCT customer events from a marketing, logistics, and planning perspective
- Works cooperatively with HQ Marketing on XOS web site which includes insuring that the site is achieving goals laid out in the marketing plan around brand awareness, customer communication, etc.
- Assist with DCT product naming, branding, and overall brand strategy
- Management of any vendor relationships required for graphic design, give aways, etc.

## **REQUIREMENTS**

### Education & Training

- Minimum of a Bachelor's Degree in a relevant disciplines (such as BA, Marketing, business etc.) an MBA or Masters Degree in a related field would be a plus
- Recent seminars, workshops or coursework that provide opportunities to upgrade and maintain skills and technical knowledge

### Skills & Experience

- 5+ years of successful experience in marketing, sales, in the software industry
- Knowledge of tradeshow coordination
- Knowledge of the general high tech industry and related sales and marketing process required
- Strong technology marketing skills, including understanding of interactive marketing tools and methodologies
- Ability to build and execute upon a go-to-market strategy with sales and product marketing
- Knowledge of the Information Management marketplace, particularly search technologies
- Strong creative, written, and verbal presentation skills

### Type of Supervision required

- The ideal candidate will be able to own and drive marketing efforts based on a plan that provides a marketing roadmap for how we plan to handle: customer events, tradeshow, web presence, marketing materials, external communication, branding and brand awareness, media plan.

Ability to work with sales, product marketing, senior management, and support in coordination of the proper resources to execute the go to market strategy/marketing plan.



### **ADDITIONAL REQUIREMENTS**

Travel will be required. Candidates should be extremely results/goals oriented and understand the requirements of a fast growing and ever changing environment and marketplace.

### **Apply**

XOS Digital is an EOE

XOS Digital offers a competitive salary, a fun team-orientated environment and excellent benefits that include health, dental and life insurance, 401K with company match, short and long term disability, Flexible Spending Accounts, and Vacation, Sick, and Personal time off.

Please submit a cover letter, resume, and references to [jointheteam@xosdigital.com](mailto:jointheteam@xosdigital.com). We appreciate the time you spent in contacting us and thank you for your interest in XOS Digital.

Find out more about XOS Digital at [www.XOSDigital.com](http://www.XOSDigital.com).