



Marketing Manager Primary Contact: Director of Marketing	Location: Integrated Biometrics, LLC
Organizational Function Area: Sales & Marketing	Remote Work-Targeted Southeast US
Date: April 8, 2021 Revised: May 30, 2021	Contract Position with Potential to Hire
Scope of Work	
<p>An Introduction to the Company:</p> <p>Integrated Biometrics, LLC (IB) designs and manufactures FBI-certified fingerprint sensors for law enforcement, military operations, homeland security, national identity, election validation, social services, and a wide range of commercial applications. The company's patented light emitting sensor technology enables lightweight scanners that outperform traditional prism-based devices in size, power consumption, portability, and reliability. Identity management solutions providers, government agencies, and corporations around the world rely on Integrated Biometrics' products to enroll and verify individual identity quickly and accurately, even in remote locations.</p> <p>IB is a multi-national company that is rapidly scaling with high double-digit sales growth, with all the challenges and opportunities that accompany rapid scale and growth.</p> <p>IB has been recognized as one of the South Carolina Top-25 Fastest Growing Companies in 2016, 2017, 2019 and 2020 and in the Inc. 5000 Fastest Growing Companies for 2016, 2017, 2018, 2019 and 2020.</p> <p>Typical work includes:</p> <p>The Marketing Manager will build an innovative, global, go-to-market strategy that understands two-tiered sales and partner marketing strategies. She/He is a unique, passionate, and cutting-edge marketing leader with the vision and experience to lead the product experience in a high-growth company. This person will report to the Director of Marketing and be responsible for representing our hardware and software products in ways that strengthen our brand and boost sales. The successful candidate will be someone who embraces IB's values and is inspired by our vision to become the world's leading provider of high-resolution fingerprint biometrics.</p> <p>In the Marketing Manager role, you are a well-rounded, creative and quantitative thinker who is familiar with various product marketing techniques including product promotion and pricing strategies. The success for this individual will be to develop and implement the most profitable plans to position and promote our products.</p>	



WHAT YOU'LL DO

Leadership: Work with the IB Leadership and the Marketing team to achieve branding and marketing goals. Inspire others, be receptive to feedback, have a passion for results, embrace servant leadership.

Strategy & Planning: Set current and long-term product release goals; assist in defining and implementing a cohesive product marketing plan designed to meet both revenue goals and promote IB products to the forefront of our global market.

Messaging & Positioning: Craft a compelling narrative on how IB presents its products to the world. Guide social media, public relations, and content creation with both technical and usability aspects of both software and hardware solutions.

Brand & Editorial: Support IB's distinctive brand which will differentiate us from legacy providers. Define the visual identity, editorial voice & tone and train all customer facing teams to represent our products to ensure consistency.

Sales Enablement: Work closely with sales team and sales leadership to identify and create world class materials including datasheets, case studies, whitepapers, PowerPoint presentations, demos, and competitive materials.

Product Support: Work closely with product management on defining roadmaps, understanding competitive threats, understanding our users.

Content Marketing: Translate technical details into benefits for the user. Develop a deep set of rich content that will engage, educate and entertain prospects and customers alike. Own final release of product documentation and promotional materials.

Public Relations: Support the PR team with key product content and messaging.

Customer Stories: Work closely with content creators to bring to life the transformational stories of our customers' experience with IB's products. Build relationships with existing customers, understand and develop their use cases.

Trade Shows and Events: Support our events strategy across external and internal events. Deliver an incredible product experience when prospects interact with our brand at physical events.

Engage with IB's Extended Team: Communicate with members of IB's facilities in Korea and Arizona to gain support for ongoing projects and overall marketing vision.

Please respond with a letter of introduction and resume to jobs@integratedbiometrics.com

Needed Traits (Must-Haves)

- 4-5 years marketing experience, ideally with B2B.
- Cross-functional collaboration skills and org savvy with demonstrated experience working with all business functions.
- BA/BS degree required.
- Energetic and optimistic: your energy is contagious, builds momentum and draws people in.
- Embraces teamwork and ability to facilitate to achieve positive and productive outcomes.
- World-class verbal, written and visual storyteller with a unique understanding and experience delivering on what it takes to stand out from the competition.
- Proficient in Office 365 environment including working knowledge of Adobe Creative Suite including InDesign and Photoshop, and MS Teams.
- Travel – Some domestic and international travel may be required (10%).

Desired Traits (Nice-to-Haves)

- A background in biometrics, security, or law enforcement will allow you to get up to speed in the market quicker – but is not mandatory.
- Multilingual is a plus.
- IB is a global company. Working remotely is possible. Location preference is Southeast USA with Atlanta or Upstate SC area targeted.

Other Preferred Skills and Qualifications

- Work independently and as a team when needed to prioritize and meet deadlines.
- Management and observance of confidentiality requirements and expectations.
- Desire to be an active part of and strengthen the IB culture of a team environment focused on accountability, diligence, delivering results and mutual respect.
- Politely persistent follow-up talent.
- Chameleon-like ability to adapt to changing tasks throughout the
- Fired up to be part of a growing, scaling hardware / tech company.

IB Business Philosophy

In early 2017, Integrated Biometrics adopted the Entrepreneurial Operating System (EOS) – as taught in TRACTION by Gino Wickman. We use this approach for the overall foundation of the organization. The results have been good to excellent. Naturally, we continue to extend EOS to all levels of the organization. It has become an important part of our culture of achievement.

Our executive offices, including marketing, finance, accounting, domestic logistics and strategic engineering, are based in Spartanburg, SC. Our manufacturing and product / process / engineering offices are outside of Seoul, South Korea. We also have an expanding R&D lab and film production facility in Chandler, AZ. The majority of IB's sales resources work remotely across the globe.

Core Purpose:

Impacting lives through identity.

Provide leading technology fingerprint hardware, enabling software, application solutions and services for governments, NGOs, and commercial markets throughout the world.

Core Values:

Customer-focused

- Friendly – Cooperative – Good Listener – Respectful

Get Things Done

- Persistent – Curious & Innovative – Results Oriented – Proactive
Resourceful Common Sense – Helpful – Enthusiastic – Adaptable

Accountable

- Trustworthy – Team Player – Cooperative Relationships – Honest –
Reliable – Quality Work – Unbiased Behavior – Support for Workplace Diversity