

Latin America Marketing Specialist

Grandstream Networks, Inc. is seeking an enthusiastic Marketing Specialist to join our LATAM Sales Team. Headquartered in Boston with offices across the world, Grandstream is a leading designer and manufacturer of Unified Communications, Networking, and Physical Security solutions. A 3-time recipient of the prestigious Deloitte Technology Fast 500 award, our award-winning solutions are sold and used in over 150 countries across the world. At Grandstream, we believe that every business across the world should have the tools to communicate from anywhere, and we design innovative communications solutions that empower businesses to be more productive than ever before. Our solutions allow business to access state-of-the-art communication technology in a flexible, easy-to-use way that can be customized to meet the exact needs of business users.

Focused in Latin America and the Caribbean marketplace, as the Marketing Specialist, you will be responsible for growing Grandstream products sales through developing a marketing communication strategy that includes but is not limited to: planning, developing, executing marketing content and activities in coordination with Grandstream Marketing Department, engaging with certified partners to support their marketing activities towards Grandstream, presenting Grandstream products and solutions at regional venues and customers.

As a Marketing Specialist based in preferably Mexico and working remotely, you work together with sales team to equip existing and potential channels and service providers to better position Grandstream in their portfolios, sales teams and regional markets.

You will be part of Grandstream's LATAM Sales Team, and will be in close interaction with Grandstream Marketing group in Boston, MA.

RESPONSIBILITIES

Essential Duties and Responsibilities include the following. Other duties may be assigned.

LATAM Marketing Specialist

- Develop and manage marketing communication plan for the LATAM region
- Interact with Marketing team to synchronize communications at a global level
- Develop best practice and metrics of lead generation and demand creation
- Optimize availability and usability of lead and resellers database
- Manage and create marketing collateral specific for the region including digital/printed documents, white-papers, webinars, videos, PPT, banners, ads, etc
- Manage and improve sales strategy over Grandstream's Social Media portals
- Work closely with regional sales managers to support growth and drive profitability for Grandstream partner community
- Work closely with certified partners and service providers as a marketing liaison
- Contribute on content creation via industry papers, video contents, webinars presentation, etc
- Present Grandstream products and solutions at events and venues throughout the region online and in-person
- Potential to travel in the future once it is safe to do so

Requirement / Qualifications

- 1-4 years' professional job experience (entry-level candidates welcomed), ideally within the hi-tech industry
- Have a passion for business communications technology that engage and motivate

- Strong communications skills at all levels within the organization and outside
- Solid design experience using the Adobe Creative Suite (Photoshop, Illustrator, and InDesign mainly)
- Experience using social media platforms for business objectives, including YouTube, Facebook, LinkedIn and Twitter
- Experience with marketing content management platforms (Hubspot, Marketo, etc.) and online meeting/webinar platforms preferred but not required
- Bachelor Degree preferable in Business, Marketing or related field.
- Ability to work independently
- Ability to perform all duties in Spanish (preferably as a native language) and English
- High Proficiency in graphic design software and Microsoft Office products is required
- Flexibility to travel to Latin America and the Caribbean (when the pandemic is over)

No telephone calls. For more information on Grandstream and our products please check out our web site www.grandstream.com