

We are Beyond Vision, a social enterprise committed to creating career opportunities for individuals who are legally blind or visually impaired. We fulfill and grow our mission through successful business enterprises. We are looking for an energetic, results oriented marketing professional to lead our marketing efforts. Our four business units include assembly and packaging, call center services, office supplies, and machine shop. We operate in commercial and government markets.

Duties include:

- Develop fully integrated go-to-market plans, strategies, KPIs and marketing budget allocation to support the marketing success for the business units and organization, including online markets
- Identify and manage target market focus, messaging and content by target audience - including tone, media utilized, and timing, to drive most effective results, which includes marketing print and collateral pieces.
- Serve as the knowledge expert on business unit high-level business strategies and objectives, including the priority industries and services being focused on for growth.
- Keep abreast of marketplace issues, industry decision maker insights, competitive threats and opportunities, and shift marketing plans so the organization can lead our competition - or at least gain a competitive advantage.
- Ensure marketing strategies and tactics are based on up-to-date market analysis / research and are driving effective differentiation.
- Deliver day-to-day leadership for marketing integration efforts across the organization as appropriate in order to ensure effective and consistent execution of agreed-to marketing strategies and deployment plans. This includes the ensuring that all content in online platforms are current and consistent with established strategies.
- Monitor and analyze effectiveness of the marketing plan and reporting against defined success metrics/expected outcomes.
- Develop and implement pricing strategies for the supplies business unit. Drive strategies that ensure optimal sales and margin. Evaluate, analyze, and measure all pricing activities across multiple channels and business portals. Work closely with purchasing, IT, business development, and finance to ensure pricing compliance and optimization.
- Plan and administer the marketing budget of the organization.

We require:

- Bachelor's degree in marketing or any related field from an accredited institution.
- 5 to 10 years of experience in marketing with a successful background in pricing strategy and e-commerce.
- Strong analytical skills with the ability to identify opportunities, develop strategies, and implement them.

- Effective project management skills and the ability to lead internal and external partners toward goals and deadlines.
- Willingness to learn and should be able to flourish in a high growth, dynamic, entrepreneurial environment.
- Strong communication skills, both oral and written.
- Self-starter, entrepreneurial with hands on approach towards business.
- Leadership skills centered on the characteristics of listening, empathy, persuasion, developing others, and foresight.

To apply, please send a resume with cover letter to: hr@beyondvision.com. To learn more about Beyond Vision, visit us at www.beyondvision.com