Title: Marketing Manager	Group: Visual Thesaurus
Location: New York City	Reports to: CEO

Abstract

Downtown New York based Thinkmap, Inc., a rapidly growing software company, is seeking an intelligent and motivated Marketing Manager to join our New York-based team in promoting the Visual Thesaurus, an award-winning educational software product that improves literacy and encourages people to explore and learn language through an innovative interface. See it in action at http://www.visualthesaurus.com.

The ideal candidate will be both a strong strategic thinker, an effective evangelist for the product, as well as an efficient manager. Excellent written communication is essential as well as the ability to work individually and with others to meet deadlines while achieving goals.

Please send your resume and cover letter to employment@thinkmap.com.

Focus

- Scheduling and organizing marketing promotions and production of materials to coincide with trade shows
- Attending roughly 8-10 trade shows each year.
- Working with resellers, distributors, and other channel partners
- Providing training to reseller sales teams and reseller fulfillment teams
- Developing systems (forms, email communication templates, phone scripts, procedures) that enable scalable sales processes
- Working closely with resellers to close specific deals
- Development and execution of marketing strategies for the Visual Thesaurus in the education market
- Writing of Marketing Materials, including email, letter, brochures, and other collateral material

Criteria

- Minimum 3-years relevant experience
- Strong verbal and written communication skills
- Experience working with the channel
- Experience managing trade shows
- Possess a strong work ethic with the ability to work independently within a small, rapidly growing company
- Self motivated with a strong desire to succeed

The Company

Thinkmap, Inc. develops and markets software that uses visualization to facilitate communication, learning, and discovery. We specialize in user interfaces and visualization mechanisms that allow end-users to more effectively browse and understand complex information.