

About omNovia Technologies

Founded in 2004 in Houston, omNovia has been one of the fastest growing technology companies in Texas since its inception. The omNovia Web Conference offers a 100% web-based solution capable of hosting up to 5,000 simultaneous participants in one virtual conference room with high quality audio, HD video, desktop sharing, file sharing etc. omNovia differentiates itself from competition by focusing on high quality and fully customizable web conferencing that provides a superior user experience.

Short Job Description

This is a dual role that will be responsible for both general marketing support and service delivery for prospect, new and existing accounts. The marketing responsibilities include executing a variety of tactics focusing on demand and lead generation as well as customer retention and education. The service delivery responsibilities include taking new clients through an initial onboarding process with the goal of ensuring each customer is able to successfully utilize our complete technology platform.

Detailed job description*Marketing*

- Create marketing collateral and support tools.
- Maintain and update the content of the website. Manage and optimize SEO and SEM campaigns.
- Oversee all customer communications including email campaigns and social media presence (Twitter, LinkedIn and Facebook).
- Write marketing content including Blog Articles, Case Studies, Presentations, Webinar content, White Papers and other marketing collateral as needed.
- Working alongside Sales Team, utilize Customer Relationship Management processes and technologies to ensure ample documentation around the sales and marketing efforts made towards leads, contacts, accounts.

Account Services

- Complete project management for webinar services, including training, event moderation, event management & technical support. Ensure complete project lifecycle is followed beginning with a thorough understanding of the customer's business needs and concluding with soliciting feedback from customer. Document entire process from start to finish.
- Moderate events by speaking live on microphone and possibly appearing on camera.
- Coordinate & provide feedback on platform usage both from a customer and employee perspective.

Requirements:

- Bachelor's degree in Marketing, Communications, Project Management, Training or related field
- At least five (5) years working in a professional corporate environment in marketing, training, project management, communications, account services or related department
- Superior written and verbal communication skills combined with outstanding presentation and training abilities
- Proven experience executing marketing plans

- Experience working with Marketing Automation tools such as Act On, Marketo, Eloqua
- Experience with CRM systems such as Salesforce.com
- Ability to clearly converse with technical staff as well as less technical colleagues and translate technical subject matter accordingly
- Ability to work in a fast-paced and rapidly changing environment with organizational, multi-tasking capability and prioritization skills
- Self-starter who is able to anticipate and prioritize needs and handle a wide range of diverse projects with minimal supervision
- Ability to work effectively in a team-oriented environment and work independently through initiative and self-motivation
- Proficient use of Microsoft Office programs and demonstrated ability to learn applications and programs as needed
- Experience producing/presenting webinars is a plus
- Experience with Adobe Photoshop, InDesign and Dreamweaver is a plus
- Previous experience with Software or Technology companies, especially webinar platforms a plus

Benefits

- Full-Time Salaried Position
- Health, Vision & Life insurance
- Bonuses
- Paid Vacation
- Innovative team culture and very collaborative environment
- Advancement opportunities