JOB DESCRIPTION

Job Number: 01213491  
  
Key Role:   
Maintain responsibility for the outbound marketing activities for products. Craft the messaging and positioning for products. Conceive and develop innovative marketing programs and drive market demand with an innovative “test and learn” approach. Pay strict attention to detail, maintain an eye for quality, and grasp and translate technical capabilities into benefits. Act as a buyer expert, including how they buy, their buying criteria, how that knowledge transfers to the sales channel.

JOB REQUIREMENTS

Basic Qualifications:   
-5+ years of experience with software product marketing, including 2+ years in a field-facing role   
-Experience with social media, e-mail marketing, and CRM tools   
-Experience with building and managing customer engagement plans   
-Ability to travel up to 25%   
-Ability to obtain a security clearance   
-BA or BS degree   
  
Additional Qualifications:   
-Possession of excellent oral and written communication skills   
-Possession of excellent people and management skills to interact with staff, colleagues, cross-functional teams, and third parties   
  
Clearance:   
Applicants selected will be subject to a security investigation and may need to meet eligibility requirements for access to classified information.   
  
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We are proud of our diverse environment, EOE, M/F/Disability/Vet.   
  
Job Communication/Marketing/Account Management  
  
Primary Location United States-Virginia-McLean  
  
Travel Yes, 25 % of the Time  
  
Ad Code SIG2016, TMJ16