



Lead Digital Marketing

About the company

Visual Defence (VDI) is a leading provider of software solutions for the transportation and infrastructure sectors. The company provides solutions which leverage cameras to generate intelligence using fixed cameras and in-vehicle cameras. The company is a leading artificial intelligence software provider and is well known for its technology, CityROVER, which automates detection of incidents in the municipal and transportation sectors. The company is rapidly growing with extensive services provided world-wide. Our accomplishments would not be possible without our biggest asset – our people. We always look for exceptional individuals to join our growing team and help us make and deliver products that make a positive impact on people's lives.

For more information about us, our products and services, you may view our corporate website:

<http://visualdefence.com>

About the position

In this role as a Software **Lead Digital Marketing**, you will mainly lead the creation of our marketing content to raise awareness and generate demand for VDI's products and services. You will support all marketing activities including designing, managing and evaluating marketing campaigns.

You will collaborate with the company's marketing and sales members and coordinate all the software marketing activities channels.

To excel in the role of a Marketing Specialist, you are expected to possess in-depth knowledge of software market dynamics, competitive landscape, and best digital marketing practices.

Key responsibilities include:

- Lead, create and execute marketing campaigns, including digital, social media, and traditional marketing to boost brand engagement and generate leads.
- Develop and implement marketing strategies to meet business goals and objectives, considering target audience, market trends, and competitive landscape.
- Create high-quality content across various channels, including blog posts, articles, social media posts, videos, infographics, and more, to engage and educate the target audience.
- Coordinate and oversee the production of marketing materials, such as brochures, presentations, videos, and case studies.
- Ensure consistent brand messaging and positioning across all marketing materials and channels.
- Drive lead generation efforts through content marketing, paid advertising, email campaigns, and other strategies.
- Identify and participate in relevant trade shows and industry events that align with the company's target audience and marketing objectives.
- Coordinate and oversee all aspects of trade show participation, including booth design, logistics, promotional materials, and staffing.
- Conduct market research and competitor analysis to identify trends and opportunities for differentiation in the AI based road maintenance industry.



- Monitor and analyze marketing metrics to measure campaign effectiveness and make data-driven decisions.
- Cultivate and maintain relationships with industry influencers, media outlets, and strategic partners.
- Stay up-to-date with industry trends, best practices, and emerging technologies to drive innovation within the marketing department.

Qualifications and skills:

- Minimum of 3 years of proven experience in marketing, preferably in the software developing industry.
- **Excellent writing and editing skills to create engaging and persuasive content.**
- **Ability to adapt writing style for different channels and target audiences.**
- Strong command of English written and spoken.
- Bachelor's degree in Marketing, Business Administration, or a related field (MBA is a plus).
- Strong understanding of marketing principles, including market research, segmentation, targeting, and positioning. Knowledge of digital marketing techniques, content marketing, social media marketing, and lead generation strategies.
- Proficiency in using marketing automation tools and CRM software.
- Excellent communication and interpersonal skills, with the ability to effectively represent the company at trade shows and engage with diverse audiences.
- Strong analytical and problem-solving skills, with a keen eye for detail in planning and executing trade show activities.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Proactive and self-motivated, with a passion for staying ahead of industry trends and best practices.

Benefits

- Health and Dental benefits