



DIRECTOR/MANAGER, MARKETING & COMMUNICATIONS

Department: Business Development & Strategic Innovation

Location: Orlando, Florida

Status: Full-time Exempt

Date Posted: 12/20/2018

Are you interested in joining an organization that:

- Has over 30 years of experience providing innovative software simulation solutions in the Air Traffic Management (ATM) and Air Traffic Control (ATC) fields?
- Provides products and services to governments, colleges and universities, and defense and civilian ATC agencies worldwide?
- Offers a pay-for-performance compensation structure, tuition reimbursement, and access to various professional development opportunities?
- Has work/life balance programs in place and offers a holistic benefits package that is fully customizable based on your specific needs?

If this sounds interesting to you, continue reading about our job vacancy below.

The **Director/Manager, Marketing & Communications** develops, plans, and executes marketing strategies with the express purpose of increasing overall growth of the business in accordance with the strategic plan and goals outlined by members of Adacel's Executive Team.

Duties and Responsibilities:

- Coordinates ongoing product and corporate marketing campaigns.
- Coordinates and maintains ongoing digital marketing strategy.
- Supports market research and analysis concerning competitive intelligence and market requirements.
- Coordinates, develops and manages the advertising and tradeshow budget.
- Evaluates media opportunities and coordinates, plans and manages company advertising efforts and sales collateral.
- Coordinates Adacel's participation in trade shows.
- Writes white papers and articles for publication in related trade publications.
- Coordinates and writes corporate press releases and promotional literature.
- Oversees Adacel's website design and maintenance and ensures that the data is kept current and pertinent to company activities.
- Liaises with members of the Systems Management and Engineering departments to coordinate marketing plans with product development activities.
- Coordinates, negotiates, and manages external vendor services which includes promotional activities, web design, creating brochures, etc.

The duties, responsibilities, and qualifications noted in this job posting were derived from Adacel's Director/Manager, Marketing & Communications job description dated December 20, 2018.

Required Qualifications:

- Previous leadership experience in the Marketing and/or Communications field.
- Previous experience developing and executing marketing strategies and campaigns.
- Ability to demonstrate a marketing perspective as it applies to Adacel's products and customers.
- Knowledge of current and potential customer challenges in the Air Traffic Control industry.
- Ability to perform research projects including competitive information.
- Knowledge of Microsoft Office products such as Word, Excel, PowerPoint, and Outlook.
- Ability to adhere to Adacel's Drug Free Workplace Policy.
- Ability to pass an Adacel background check while employed.
- Ability to travel up to 25% annually.

Desired Qualifications:

- Bachelor's degree in Marketing, Communications or a related field.
- Knowledge of Adacel's products.
- Experience in high technology business, particularly software and aviation companies.

Additional Information:

- This position will either be filled as a Director or Manager role.

How to Apply:

- Send a copy of your resume to careers@adacel.com.

Adacel Systems, Inc. is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.