

Vice President of Marketing – De-Stress/High Performance Technology - Consumer Products

You have already had a successful marketing career and want to engage with a mission to make a difference in our stressed-out world. You care about transforming the lives of people by offering consumers cool scientifically-validated technology products and transformative training programs that offer better health, increased performance and less stress. You have demonstrated success in direct to consumer "guerilla" marketing with consumer products. Join our company and help improve the lives of people of all ages worldwide.

HeartMath LLC is acknowledged as a top personal and organizational development company and brand. We are on a mission to create a fundamental shift in human health, optimal performance, well-being and self-care. Our innovative stress reduction technologies and training programs are being used by Fortune 100 companies, health care professionals, health care organizations, professional athletes, school systems, and people of all types wanting more from life. Our company is growing significantly. We have launched new products in 2006 and 2007 that people are raving about. We have just launched a direct to consumer advertising campaign that will increase brand awareness and produce an uplift for all of our markets.

Join us as the VP of Marketing who is primarily responsible for helping us cross the chasm from B2B to B2C marketing as well as oversee brand management, product positioning, marketing communications and lead generation. The position is designed to provide strategic and tactical direction on the creation, delivery and production of all marketing-related communications for the HeartMath brand, its technology products and training services.

- To increase revenue from existing and future customers.
- To maintain and grow the HeartMath brand
- To create sales opportunities through marketing materials and messages

Specific functional responsibilities include:

Marketing Plan: Creation of marketing plans that includes market research for individual sales teams and product lines, especially our emWave Personal Stress Reliever and emWave PC Stress Relief System products (www.emwave.com).

Product Marketing and Positioning: Work closely with product teams and sales to define key selling propositions that will then translate into all sales & marketing materials, client communications, and press initiatives. Includes product launch planning and execution.

Marketing Communications: Create and manage content, delivery and flow of all outbound communications, including websites, newsletter programs, trade shows, search, online advertising, print advertising, television and radio advertising, collateral materials and client/sales messaging.

Online Marketing: Oversee website development, maintenance, pay per performance advertising, search engine optimization and community-based viral marketing activities.

Lead-to-Close Cycle: Maintain and expand lead flow across product lines, and work with sales and operations to determine lead quality, quantity, and allowable acquisition cost structure, changing processes accordingly.

Sales Support: Work to provide email templates, presentations and proposals as the market bears, arming sales with relevant information to help sales cycles and industry expertise.

Consumer Branding: Drive consumer brand strategy and support resulting product development and communications.

Pricing: Provide research and recommendations for product pricing, special offers and promotions.

Budget & Resource Management: Build and maintain marketing budget across product lines to ensure maximum results for financial and human capital available.

Public Relations: Ensure appropriate product needs are being filtered into PR efforts and are accurately reflected in all corporate messaging. Oversee PR activity to ensure steady press coverage.

Internal Communications: Ensure smooth lines of communication surrounding important news, events, marketing plans and successes.

This position has three direct reports – Marketing Director, PR Director, and full-time consultant responsible for creative development and online activities.

Personality and Experience

HeartMath values people who are smart, enthusiastic, and passionate about their work and the company's mission, who are not afraid to speak their minds, and are willing to do whatever it takes to accomplish tasks and goals.

We are looking for a seasoned professional with experience in managing marketing functions and departments, consumer product marketing, Internet, email, and direct marketing domain expertise is highly relevant. Proven track record of increasing company revenues and generating positive ROI for marketing activities. The ideal candidate will be a strong, caring manager to his or her team, a good leader within the company and a valuable contributor to the company's executive team. The ideal candidate will also have experience working in an independent, "hands-on" fashion.

Level of supervision:

Executive Vice President will provide oversight and final approval on key goals and initiatives. Will assist in decisions on methods of communication, marketing messages and materials, policies and procedures, branding guidelines, specific needs/request from Account Executives, alliance partners and overall strategy.

Skills desired:

At least seven to ten years of marketing/PR experience with consumer products. The ability to self-initiate effective results driven initiatives.

The ability to generate new, creative marketing ideas and to consistently implement approved ideas.

Ability to organize systematic communications systems.

Creative writing skills with including grammatical accuracy.

Understanding of website development and management.

Basic understanding of intellectual property use laws.

Good customer service communication skills.

Strong commitment to stress reduction, personal development, health, wellness and performance enhancement

A team player who loves to collaborate and also decisive in decision-making, is willing to authentically express their views yet able to listen deeply to the views and wisdom of others.

Willingness to develop a solid understanding of, and appreciation for, the HeartMath system.

Management skills.

Proficient personal computer skills including graphics, web and internet.

Compensation

The compensation package will include competitive base salary. Benefits include basic medical coverage, retirement plan, vacations, personal/sick time, holidays and life insurance.

Initially, you'll work from our Boulder Creek, California office and future work at satellite office in Los Gatos area or as a part-time telecommuter.

Join HeartMath's team in an important position that will help to guide the direction and future of its amazing and useful offerings.

Please send resumes as text in the body of an email (no attachments please) to resumes@heartmath.com. In the subject line of the email, include "Resume" and the title of the job for which you are qualified. Only resumes related to the specific current open positions will be reviewed.

Websites: www.heartmath.com; www.emwave.com; www.emwavepc.com.

Related keywords: Marketing, social networking, viral campaign, online sales, promotions, distribution, PR, VP, consumer health products, consumer software products, consumer electronics, health, stress, education, sports, performance, guerilla marketing, team player.