

At the KeyTech Group of Companies we believe the key to future growth is expansion and diversification through our subsidiaries. We have always been the principal investor in Bermuda's communications infrastructure... **Unlocking a world of connections!**



Marketing Manager

Logic Communications Ltd. ("Logic") is Bermuda's premier full-service technology and communications provider. Serving residences, small local businesses and global enterprises, Logic offers market-leading international voice and data solutions and IT professional services. Logic is a member of the KeyTech Group of Companies.

Logic is seeking a highly motivated individual with product management skills and a thorough understanding of the Product Life Cycle for the position of **Marketing Manager**.

Reporting to the Chief Executive Officer, the Marketing Manager will be responsible for the development and planning of residential and corporate products and services. Duties will include product pricing, positioning and product management through the product life cycle.

Other Responsibilities and Duties include (but are not limited to):

- Ensure all relevant products are managed effectively through the product life cycle; and positioned and priced to ensure maximum revenue returns.
- Identify new product markets and opportunities; assess viability of adding new products and lines to current product mix and where appropriate introduce to local market.
- Coordinate new product launch, including training on product features and selling points to Sales, Customer Service and Customers. Act as support for customer product queries on an escalation basis.
- Work in conjunction with the advertising agency to produce sales materials and merchandising displays as required. Monitor and assess the effectiveness of promotional campaigns and make changes accordingly. Establish a strong brand identity for Logic. Establish and maintain strong working relationships with vendors including print houses, advertising reps, the media.
- Maintain Logic's website with regular updates. Define site design, navigation, as well as content development. Utilize social media including Facebook and Twitter to raise awareness.

The successful candidate will have the following qualifications and experience:

- Bachelor's degree in Business Administration, Marketing or equivalent certification, with a minimum 5 years relevant experience in a telecommunications environment.
- Or minimum 7 years experience in relevant marketing environment that includes a minimum of 3 years management experience.
- Knowledge of and experience in direct marketing, market research and competitive analysis.
- Extensive experience and understanding of telecommunication technologies.
- Demonstrable ability in developing marketing plans and business cases.
- Experience in marketing of consumer /packaged goods and or services.
- A keen interest in the telecommunications industry with an in-depth knowledge of industry trends would be an asset.

Interested persons should apply with a cover letter and detailed resume via email to keycareers@keytech.bm. All correspondence should be marked to the attention of the:

Human Resources Manager, Recruitment
Logic Communications Ltd.
Department of Human Resources
30 Victoria Street, Hamilton, HM 12

Closing Date: July 19, 2013

The KeyTech Group of Companies is committed to maintaining a substance free workplace. Applicants will be subject to pre-employment substance screening prior to receiving an offer of employment.

The KeyTech Group of Companies is an equal opportunity employer