**Senior Marketing Manager, Global Trade Marketing**

Microsoft Mobile Advertising (MoAd)

Mobile advertising is one of the most dynamic new frontiers in advertising and a multi-billion dollar opportunity for Microsoft. As the Internet and computing are reinvented on mobile devices - ever smaller, more personal and ubiquitous - advertising is evolving very quickly onto mobile. Mobile advertising opportunities currently span a broad range of interactive media, from display to search to messaging to in-application experiences from Microsoft and our syndication partners.

Microsoft Advertising (MSA) is looking for a star Senior Marketing Manager with an outstanding track record in local/online/digital marketing and a strong passion for emerging/mobile media to lead the global mobile advertising trade marketing team’s efforts around Small & Medium Sized Business (SMB), local and commerce. This is a high-impact, high-visibility opportunity for an experienced marketing manager looking to help build and scale a significant new business for Microsoft. The role is based in Redmond and will report to the Global Director of Trade Marketing, Microsoft Mobile Advertising Solutions.

In this role, the Senior Trade Marketing Manager will focus on:

* Defining the SMB/Local advertising & mobile commerce story within Microsoft targeted to the driving positioning for key target market segments/new offerings.
* Creating the go-to-market (GTM) plan for Microsoft Advertising’s mobile SMB/Local advertising & mobile commerce lines of business across the primary Trade Marketing levers of Sales Enablement, Field/Trade Marketing Communications, Event Marketing and Media Channels (paid, earned & social).
* Partner with MoAd Trade Marketing Practice Leaders to execute the Mobile Advertising SMB/Local/Mobile Commerce GTM plan, inclusive of content ownership across keynotes and speaker notes/preparation, marketing collateral & sales materials, field/trade communications, direct mailers, promotional offers, trade ad creative and media planning.
* Work in coordination with other MS Advertising SMB/Local internal marketers, and especially the Global and US Trade Marketing Groups and the SMB and Search Product Marketing teams, to align efforts and maximize our marketing impact.

Target qualifications include:

* Expertise in the local advertising sector: Minimum 3 years direct experience either on the demand (buy-side) or supply (sales-side) of the local advertising market, with an strong emphasis on digital media (search & display)
* Great communicator and presenter with a strong ability to act as an Evangelist for Microsoft and educate diverse constituencies about the benefits of mobile advertising as a new media
* Strong writing skills and an eye for effective and compelling graphical layout
* Highly entrepreneurial, creative, self-directed and passionate about marketing and media
* Able to think creatively and strategically about customer, market, and business issues
* Superb customer focus, planning/organizational skills and analytical decision making capability
* Team player with a positive and dynamic personality, demonstrated organizational agility and a track record of managing virtual teams and effective cross-group collaboration