



VP Marketing/Product Management

Position Description/Requirements

December 15, 2009

Job Description: The VP of Marketing will be a hands-on leader with strong online marketing experience and a proven track record of building media-rich online communities or e-commerce sites with world-class user experience and customer engagement. The VP of Marketing will have a demonstrated ability to design and deploy best practice online traffic acquisition strategies including Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media, PR and offline traffic generation strategies, as well as on-site product refinement to improve online conversion of traffic to revenue generating actions. The VP of Marketing will also possess strong traditional marketing capabilities including direct and channel marketing collateral and support, client user-group creation and management, and corporate marketing and public relations expertise.

Key responsibilities include:

- Work with the R&D team to enhance the core Matchbin online media platform to meet Company goals and to develop and launch new industry leading CMS, revenue generating, mobile, and social networking products.
- Develop/implement strategies to increase visitor traffic/page views on the Matchbin Online Platform and each channel partner's website and business directory SMB websites.
- Devise, implement and analyze the SEO/SEM strategy for the channel partner's websites, small business websites, and matchbin.com.
- Analyze traffic and conversion across platform and contribute insights into appropriate pricing for ad products as well as new potential ad products on the platform. Develop compelling collateral for client channel partners to use to sell these ad products.
- Create a "Matchbin University" client user group to facilitate sharing of best practices and creation of white papers, case studies and testimonials to both enhance new client acquisition and to educate existing clients on how to better utilize the Matchbin platform.
- Manage the creation of all marketing material for the website platform sales and client monetization sales teams.
- Generate buzz and strategic industry awareness for Matchbin and its products through an integrated Social Media and PR campaign.
- Develop and implement online and offline channel marketing programs – *viral/social networking initiatives, partner promotion/advertising campaigns, local PR campaigns, cooperative advertisings promotions/contests etc.* – to help clients reach and acquire small/medium businesses customers for their local media sites and online advertising services.

Skills/Experience Requirements:

- An innovative, aggressive, and results-driven senior online marketing executive with 10+ years of online marketing experience, and 5+ years of running the marketing organization for a successful online brand or web platform.

- BA/BS in marketing or business management. MBA/Masters degree preferred.
- Substantial experience in driving monetization of online advertising and other services for small and medium sized businesses.
- Highly analytical and metrics-driven approach to planning, managing and executing online marketing initiatives through channel partners websites.
- Direct experience in all critical aspects of online acquisition marketing: sourcing and developing online acquisition and channel partnerships, SEO/SEM, display advertising and email marketing
- Ability to drive creative new approaches to online marketing campaigns
- Experience in increasing website traffic and sales through social marketing, social media and social networking techniques.
- Demonstrated ability to develop innovative product concepts for local media websites, mobile applications, and enhancing local SMB clients lead generation and conversion.
- Excellent communicator capable of building relationships and communicating effectively with every level in the organization through outstanding verbal, written, and presentation skills.

About Matchbin – www.matchbin.com

Matchbin is transforming community newspapers, radio stations, and TV stations from “traditional media” companies to “new online media” success stories. Matchbin creates and hosts content rich websites for these local media companies where loyal visitors are acquired via these trusted, local brands. Since launching our first Community Marketplace website in January 2008, Matchbin has grown to over 350 local websites and enjoys partnerships with many leading local media partners.

Examples of Matchbin’s hosted partner websites:

- <http://thepress.net/>
- <http://prepgameface.com/>
- <http://www.heraldsun.com/>
- <http://www.annistonstar.com/>
- <http://www.fetchtoto.com/>
- <http://blinc.eagletribune.com/>
- <http://www.mdjonline.com/>
- <http://times-georgian.com/>
- <http://www.warwickonline.com/>
- <http://www.theplainsman.com/>

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