



**KANA** makes every customer experience a good experience. A global leader for customer experience solutions delivered on-premise or in the cloud, KANA Service Experience Management (SEM) lets organizations take complete control over customer service interactions, so they can take care of customers, while managing costs and reinforcing brand. By unifying and maintaining context for customer journeys across agent, web, social and mobile experiences, KANA solutions have reduced handling time, increased resolution rates and improved net promoter score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley, California and has offices worldwide.

If you are interested in starting a progressive and gratifying career with a company that is charting new territory and going through phenomenal growth then this is the place for you! You will have the opportunity to work hand-in-hand with the world's best-known brands and industry thought leaders to shape the future of customer experience management while enjoying a flexible, collaborative and a stimulating work environment that will keep you engaged.

**Context:**

Do you want to join an organization regarded by Gartner and others as a leader in today's customer service markets? Do you want to be part of a dynamic team with a proven track record of success? Are you looking for the next step up in your career with a broader range of responsibility? If you answered "yes" to these questions, then we have an exciting challenge for you!

**Job Title:** Manager, Public Relations, Analyst Relations and Content

**Location:** Sunnyvale, California

**Reference Number:** 112

**Responsible to:** Vice President, Product Marketing

**Job Purpose:**

As part of our growing global team, you will have responsibility for the complete range of PR and Content marketing activities, with a secondary focus on Analyst Relations:

**Key Responsibilities:**

- Manage PR Strategy and Execution
  - Analyze and improve the effectiveness of PR activities.
  - Work with and guide PR agency / contractors globally to generate market awareness through high-quality, high-frequency press coverage.
  - Establish and maintain relationships with Media outlets.
  - Arrange public appearances, speaking opportunities for KANA executives to increase awareness.
  - Effectively use social media to increase awareness.
  
- Content Writing
  - Produce content for print, web, social media and other emerging media in the form of white papers, brochures, AD copies, newsletters, case studies and other formats.
  - Work should be focused on understanding and communicating practical uses of KANA solutions to prospects in non-technical terms.



- Provide value-added feedback as well as language edits to content created by others.
- Analyst Relations
  - Work alongside product marketing to maintain on-going analyst dialogue.
  - Assist with scheduling briefings and inquiries.
  - Accompany product marketing and/or executives on analyst/media tours.

**Essential Requirements:**

- 5 years experience within an agency or enterprise/mid-market B2B software company focused on PR / writing.
- Outstanding written and verbal communication skills.
- Ability to conceive and create high-quality marketing content with minimal or no input.
- High level of motivation to achieve business results through media influence.
- Demonstrable ability to manage in-house or outsourced resources (PR agencies)
- Graduate or Bachelor's degree in Business/Marketing/Communications.

**Desirable Requirements:**

- Experience with customer service, contact center or CRM software companies.
- Knowledge of the domain including context, current trends and competitive dynamics.

The Company will interview only those candidates who appear from the information provided to meet the essential and, if necessary, desirable criteria.

**Location:**

Ideally this position will be based in KANA's worldwide headquarters in Sunnyvale, California however we will consider applications from candidates situated elsewhere in the USA.

**Duration:** This is a full time, permanent position.