



# Marketing Manager

## About Us:

AkitaBox is a rapidly growing company of about 30 people, headquartered in downtown Madison, WI. We were founded in August of 2015 by a nuclear engineer, a building technology guru and a lifelong salesman who had a vision to advance the built environment to improve the lives of others. Our software-as-a-service product helps building managers and operators automate their manual maintenance processes, saving them time, money, and likely a few choice words. With our ridiculously easy to use software interface, phenomenal customer success and efficient implementation; our product is selling faster than a newly launched Tesla. If you're looking for a startup company that values transparency, empathy, personal AND professional growth, but still knows how to have some fun - we're the company for you. We're disrupting the world's largest market - the world you and we live in. Our team is expanding rapidly, and we want you to help us continue our growth.

## What we'll do for you:

We practice the golden rule - we treat you as you want to be treated. We only hire people we trust (seriously it's written in our core values), so from day one, you'll be treated as an expert with valid opinions. You'll work with us, not for us. We want to help you achieve your goals, while you help us achieve ours. We have a relaxed and flexible small business work environment with tons of opportunity for growth and upward mobility. We've also got you covered with full health benefits, vacation, and paid holidays. In short, we let you be... well... You!

## Who you are:

You're a go getter with a "make it work" attitude that rivals Tim Gunn. You truly have a passion for marketing and are constantly reading blogs, listening to podcasts, and learning new things. Innovation and creativity are the cornerstones of your work ethic, and you live to get the job done right. You might know more tips and tricks than we do - and that's okay, we want you to educate us. You're results driven and want to work for a company that allows you to see the results of your efforts in real time - which is why you should work here.

## What you'll do:

As the Marketing Manager, you'll own our demand generation strategy, executing the best campaigns to nurture your leads. You'll also focus on search engine optimization, targeted email campaigns and



attend marketing events for AkitaBox. Using the best marketing automation tools, you'll generate marketing qualified leads to pass onto our sales team. You'll work directly with our VP of Sales & Marketing, where you'll have plenty of learning opportunities and room for growth.

**Your qualifications:**

You must have at least one year of relevant marketing experience, and solid knowledge of demand generation, automated marketing and SEO. We're hoping you love learning new things and have a passion for marketing and innovating. You're an excellent writer and have experience with a CRM or a marketing automation tool like HubSpot. We don't require a degree or knowledge of the building management industry - but both of those things are a plus.

**How to apply:**

If you like what you see here, please apply using the form on our [Careers page](#). A real human (me, Clara Buenzow) will review your information and get back to you if we think you're a great fit.