



Use your passion for environmental sustainability and human health to market chemical management software at a fast-growing SaaS software startup.

Position

Director of Marketing – Fort Collins, CO

Why You Matter

Toxnot is looking for a strong B2B marketer experienced in developing a brand and content strategy in support of driving leads to the sales team. We're looking for a dynamic communicator who is comfortable with measuring and reporting results. This is a hands-on role responsible for writing content, crafting emails, developing strategy and executing upon the strategy with limited support from agencies or internal team members. This is a unique opportunity to work in an early stage startup as a key member of the senior management team.

What You'll Do

- Expand and enhance the core go to market and brand strategy to match our rapidly expanding offering along with the rest of the Toxnot leadership team.
- Lead and ensure the consistency in the messaging, branding, content, and look-and-feel of all internal and external communications and marketing materials.
- Manage internal and external marketing resources and budget.
- Be responsible for key business results such as lead generation and total sales pipeline.
- Manage and quality assure qualification of leads.
- Organize and attend conference marketing events.
- Perform industry and competitive analysis to inform the sales process and help positioning and messaging
- Work closely with Product, Customer Success and Sales to drive cross functional initiatives such as freemium tools, educational materials, and sales presentations.
- Write and develop content including blog posts, email marketing messages, webinars, and other content such as white papers and case studies.
- Create and manage outbound email campaigns targeting customers and prospects
- Manage and grow our social media presence to support our content, PR and brand objectives
- Perform ongoing tracking, optimization and reporting on B2B marketing initiatives

This role reports to the CEO of Toxnot.

What You'll Bring

- Bachelors degree required
 - Some Science or Environmental coursework preferred
- 5+ years in progressively senior marketing roles ideally working with B2B clients
- 3-5+ years working at a B2B software company or marketing agency
- An entrepreneurial spirit with a curious / adventurous mind.
- Capacity to meet deadlines and manage projects.
- Strong problem solving, analytical, creative thinking and interpretation skills.
- Excellent written and verbal communication skills; strong presentation skills.
- Excellent interpersonal skills.
- Experience in lead generation and/or qualification in the software industry preferred

Benefits

- Competitive salary and bonus plan
- Full benefits (health and 401k)
- Stock options
- Advancement opportunities only a fast-growing startup can offer
- Awesome Fort Collins location in a LEED Platinum Building with top notch espresso

Why Toxnot?

At Toxnot, you'll have the chance to make an impact on the products that surround us. Toxnot provides chemicals management software to product manufacturers so that they can design safer products, get transparency from their supply chain and report on chemicals to their customers. We've been recognized with numerous awards and serve a variety of customers, including numerous global brands. This is an opportunity to drive change that matters in a fast-growing technology startup.

Tell us what you can bring to our team by emailing a cover letter and a resume to jobs@toxnot.com.

Toxnot, Inc. is an EEO/AA employer. Toxnot is an inclusive employer that believes in workplace equality, supports diversity, creates a welcoming environment, and respects the unique qualities each individual brings to the company.