



Marketing Director (Beijing) Job Description

Cadence Translate (www.cadencetranslate.com) brings U.N.-style translation to the business world. We're able to stream real-time translation into conference calls and live events. We use a network of the world's best translators together with world-class conference call and streaming technology. Our users are able to experience. We are a venture-backed company whose investors include 500 Startups, the founder of Dianping (大众点评), and several luminaries from the interpretation industry.

We have offices in San Francisco, New York and Beijing. You will be a Marketing Director and will have responsibility for creating and executing a marketing plan that supports the business objectives of the firm, and work closely with the sales team to support all new and existing client activities. You will be expected to spend the first portion of tenure (minimum 3 weeks, maximum 3 months) in our core Project Coordinator role to familiarize you with our buyers and our services.

As Marketing Director you will:

- Oversee the firm's global web properties, social presence, digital marketing materials and communications with our strategic channel partners
- Lead a revenue generating marketing function: supporting lead generation as well as nurturing existing clients throughout the customer journey (e.g. running direct email campaigns, communication strategies, PR campaigns)
- Work closely with all sales channels to identify target prospects and ensure campaign follow-up is tracked and visible
- Help define Cadence Translate's user journey, including all communication as it relates to activating new or dormant users
- Manage all sales collateral from content to production and, if required, work with outside agencies to deliver the final product
- Ensure the Cadence Translate brand and that of our founders is represented consistently and tells a clear story through PR, events and social channels
- Manage and help set the overall budget and hiring needs for the global marketing function

To be successful in this role you should have:

- Professional experience in marketing, in a leadership role, ideally in B2B settings
- Experience working directly with sales teams
- Marketing team leadership capabilities
- Experience working with design and content agencies
- Ability to work with and manage resources from different departments globally
- Outstanding project management skills (projects involving internal and external stakeholders) with the ability to meet tight deadlines and prioritize workloads

Compensation includes commission and participation in the company's Employee Stock Option Pool. Your initial supervisor will be the company's CEO.

To apply, please go to www.cadencetranslate.com/careers and have your CV and LinkedIn profile ready.