

**BUILD YOUR TEAM**

**PRODUCT MARKETING**

[VP of Product Marketing](#vp_of_product_marketing)

[Product Marketing Manager](#product_marketing_manager)

[Sales Enablement Specialist](#sales_enablement_specialist)

**CONTENT MARKETING**

[VP of Content](#vp_of_content)

[Content Marketing Manager](#content_marketing_manager)

[Blog Manager](#blog_manager)

**CREATIVE, WEB, PR, & EVENTS**

[VP of Brand](#vp_of_brand)

[Creative Director](#creative_director)

[Graphic Designer](#graphic_designer)

[Video Specialist](#video_specialist)

[Web Developer](#web_developer)

[UX Research Specialist](#ux_research_specialist)

[Media Relations Manager](#media_relations_manager)

[Event Planner](#event_planner)

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

[VP Marketing, Demand Generation](#vp_marketing_demand__generation)

[Inbound Marketing Manager](#inbound_marketing_manager)

[Outreach and Partnerships Manager](#outreach_and_partnerships_manager)

[Channel Marketing Manager](#channel_marketing_manager)

[Social Media Manager](#social_media_manager)

[Email Marketing Manager](#email_marketing_manager)

[Conversion Optimization Specialist](#conversion_optimization_specialist)

[SEO Manager](#seo_manager)

[Digital Ads/Paid Marketing Manager](#digital_ads_paid_marketing_manager)

[Regional Field Marketing Manager](#regional_field_marketing_manager)

[Marketing Manager, Lead Nurturing](#marketing_manager_lead_nurturing)

[Customer Marketing Manager](#customer_marketing_manager)

**OPERATIONS**

[Marketing Operations Analyst](#marketing_operations_analyst)

[Data Scientist](#data_scientist)

[Database Marketing Manager](#database_marketing_manager)

**ABOUT THESE JOB DESCRIPTIONS**

From bloggers to product marketers to event planners, there’s not a lot of consistency across marketing job descriptions. A leader looking to grow a marketing team can’t exactly repurpose a social media manager’s job requisition when hiring an email marketer, after all.

We’re going to remedy that pain with this bundle of job descriptions -- 29 in total -- that span a wide breadth of marketing functions for which you might need to hire this year.

These descriptions are fair use for your own purposes. Please feel free to use them on your website, on social media, across job hosting sites -- wherever you go to find the best candidates.

Because the descriptions are admittedly generic -- written for a wide base of different types of businesses and marketers -- we recommend updating them slightly to reflect the specifics of your company, team, and hiring needs.

**VP OF PRODUCT MARKETING**

Reporting to the Chief Marketing Officer, the Vice President of Product Marketing will lead a team of marketers responsible for the messaging, packaging, and delivery of our products. You will also be responsible for bringing new products, features, and/or services to market, working closely with our product team to do so. This is a core role at the heart of all operations, from product development to marketing to sales.

**Responsibilities:**

* Lead a team of marketers to ensure the success and adoption of our products as they go to market.
* Grow the team through hiring and training.
* Make data-driven decisions to move the team and product forward and hit company goals.
* Develop the strategy for pricing, messaging, packaging, promotion, and selling of our products.
* Train and support sales and customer support teams on new releases.
* Serve as an evangelist for our products through thought leadership, blogging, social media, and speaking.
* Keep the company up-to-date with market trends and competition, and keep us several steps ahead of the competition at all times.

**Requirements:**

* BA/BS or equivalent working experience.
* Proven and visible marketing veteran, with experience determining product-market fit and delivering products to market.
* Leadership experience with excellent communication skills, both written and verbal.
* A highly analytical approach to customer development, product adoption, and sales processes.
* Ability to lead and communicate cross-functionally with engineering and other departments.

**PRODUCT MARKETING**

**PRODUCT MARKETING MANAGER**

As a product marketer, you will be a leader on the team responsible for telling the world (and company) the story of our product. You will be expected to be our chief advocate for a specific feature set and its benefits. Additionally, you will be charged with crafting the strategy around the messaging and marketing for new launches.

**Responsibilities:**

* Together with the product team, educate both internal and external stakeholders on our product features and their benefits.
* Create content (e.g. sales documentation, product videos, website copy, blog posts) to articulate the benefits of our products to the world.
* Assist sales on calls when appropriate to provide deeper dives into the product.
* Speak and present both internally and externally to promote the story of our product.
* Measure and optimize the buyer journey as it relates to product feature adoption and usage.

**Requirements**:

* BA/BS degree or equivalent working experience.
* Past experience in digital marketing, product marketing, and/or product management.
* Excellent written and verbal communication skills -- there is a heavy amount of writing, presenting, and selling ideas in this role.
* Proficiency building product pages, optimizing the conversion paths on those pages, and using smart calls-to-action to create and test buyer stage-specific CTAs.
* Prefer working in a collaborative, cross-team capacity. This role requires you to work across functions and departments to bring to life the product. You are at the center of our entire organization, constantly interacting with teammates and prospects.

**PRODUCT MARKETING**

**SALES ENABLEMENT SPECIALIST**

As a member of the sales enablement team, you will have a direct impact on driving our customer growth every day. You will be our internal expert on the competitive landscape and help optimize our sales process and collateral. In short, you will give our sales team a competitive edge.

**Responsibilities:**

* Work with our awesome customers to create case studies and customer success stories.
* Find our evangelists through relationships with sales reps and via social media, then nurture them and help them promote our cause.
* Deliver training and sales tools to our reps to help them be more efficient and effective.
* Perform competitive research and help position us to win more customers.
* Collect and analyze data that supports our solutions in the market to buyers.

**Requirements:**

* BA/BS or equivalent working experience.
* Past experience performing research or competitive analysis.
* Excellent communication skills -- you will interact with customers and cross-functionally regularly.
* Ability to identify and nurture advocates via social media based on their buyer stage, and monitor conversations about the competitive landscape proactively.

**PRODUCT MARKETING**

**VP OF CONTENT**

Reporting to the Chief Marketing Officer, the Vice President of Content will lead a team of writers, designers, and strategists to create high-traffic blog content, lead-converting resources, and shareable creative projects. You will support all marketing stakeholders, including demand generation, sales enablement, public and analyst relations, community management, and channels/verticals. Goals include: attracting site traffic and social followers, driving new sales leads, empowering sales with relevant content to send prospects, and fueling PR and influencer relations.

**Responsibilities:**

* Lead a team of content strategists and producers to create regular content to be marketed via all inbound channels (social, email, blog, landing pages, etc.).
* Grow the team through hiring and training.
* Develop the strategy and processes to scale content output.
* Make data-driven decisions to move the team and our content forward and hit company goals.
* Serve as an evangelist for our message, brand, and content through thought leadership, blogging, social media, and speaking.
* Ensure all marketing stakeholder needs are met.
* Keep the team up-to-date with the latest trends in content marketing.
* Manage agencies and freelancers.

**Requirements:**

* BA/BS or equivalent working experience.
* Proven and visible marketing veteran with experience creating content for the web across several media types and formats -- text, design, video, blog posts, podcasts, whitepapers, etc.
* Leadership experience with excellent communication skills, both written and verbal.
* Driven by creative intuition but able to gut check and course-correct with data, as well as report results and optimize using data.

**CONTENT MARKETING**

**CONTENT MARKETING MANAGER**

We are looking for a prolific and talented content creator to expand our company’s digital footprint, and generate subscribers and leads. This role requires a high level of creativity, attention to detail, and project management skills.

**Responsibilities:**

* Create 1-2 free resources each month to drive leads, subscribers, and awareness (examples include ebooks, whitepapers, infographics, guides, etc.).
* Blog on an ongoing basis in support of your other projects and to attract site visitors through search, social, and our email subscribers.
* Grow our subscriber base by providing them regular, helpful content that’s in-tune with their needs.
* Collaborate with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of key stakeholders and our audience.
* Convince others that your creative ideas are worth investing time and effort in. This role is at the core of the marketing team, and others will rely on your work every day.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Past experience producing content for the web, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, etc.).
* Past experience building an audience online.
* A dual-minded approach: You’re highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.

**CONTENT MARKETING**

**BLOG MANAGER**

We are seeking a savvy wordsmith to join our blogging team. Candidates must have a knack for and love of writing, and a comprehensive understanding of our industry. The blogger will be expected to develop and sustain the company's voice across all blog content.

**Responsibilities:**

* Write various types of articles (how-to, lists, thought leadership) on a wide range of topics for the blog.
* Provide feedback to other contributors, and edit other writers’ content.
* Optimize content for search engines and lead generation.
* Contribute to long-form content projects, such as ebooks or whitepapers.
* Conduct analytical projects to improve our content strategy.
* Grow blog subscribers and expand the blog’s overall reach.

**Requirements:**

* A passion and strong understanding of the industry.
* Exceptional writing and editing skills, as well as the ability to adapt style, tone, and voice.
* An analytical mind and interest in using data to optimize/scale blog marketing strategies and tactics.
* Excellent organizational skills with the ability to work independently and manage projects with many moving parts.
* 2-3 years of marketing and content creation experience.

**CONTENT MARKETING**

**VP OF BRAND**

Reporting to the Chief Marketing Officer, the Vice President of Brand will lead a team of creatives and communications experts. You will craft and maintain the company brand, including messaging, tone, design, and public relations. Goals include: driving awareness, driving event attendees, and influencing public opinion through PR.

**Responsibilities:**

* Lead and manage teams responsible for telling the company story.
* Build the brand through exceptional creative, by nurturing relationships with influencers, and by producing the most remarkable events in the industry.
* Own brand positioning and messaging.
* Provide strategic guidance on identifying and engaging with media, analysts, and influencers.
* Provide creative direction on brand-level video, web, and graphic design projects.

**Requirements:**

* BA/BS or equivalent working experience.
* Proven and visible marketing veteran with experience overseeing a team with diverse skill sets and job functions.
* Leadership experience with excellent communication skills, both written and verbal.
* Driven by creative intuition but able to gut check and course-correct with data, as well as report results and optimize using data.
* Excellent eye for design and the ability to deliver constructive feedback on projects to the creative team.
* Experience with other creative disciplines a plus (e.g. video, events, front-end, audio/visual, etc.).

**CREATIVE, WEB, PR, & EVENTS**

**CREATIVE DIRECTOR**

We are seeking a creative leader to direct all graphic and website design, copy, video, animation, photography, promotional assets, and more behind our brand and owned properties. You are a creative force who can work across many teams and understand the nuances of daily project management. Further, you can translate concepts easily to all stakeholders to sell ideas.

**Responsibilities:**

* Ensure consistency and integrity behind our company’s brand and creative assets.
* Lead all design and copywriting.
* Manage a production calendar and the team responsible for hitting those deadlines.
* Develop the company’s creative team and its workflow to build a top-notch operation.
* Collaborate with company leaders, marketing teammates, and other stakeholders on key projects each quarter.

**Requirements:**

* BA/BS or equivalent working experience.
* Several years’ experience in design, project management, and/or in an in-house or agency creative position.
* Excellent eye for design and typography and the ability to deliver constructive feedback on projects to the creative team.
* Great communicator, both in conveying design best practices and project details/ideas across all levels of the company, including the executive team.

**CREATIVE, WEB, PR, & EVENTS**

**GRAPHIC DESIGNER**

The graphic designer position is responsible for the creation and maintenance of both our marketing assets and content created to support the product and other marketing goals. From concept through execution, this candidate will improve our user experience by bringing our brand to life and keeping it consistent across all our various touchpoints.

**Responsibilities:**

* Collaborate with marketing and product marketing teammates to support our website design and content marketing (blog, social media assets, and more).
* Help bring new ideas for design and content creation to the team using your expertise and eye for great design.
* Scope and create templates for our marketing team to be more efficient in some of their posting on social media, the blog, email, and other channels.
* Manage other design needs such as presentations, signage, and trade show collateral as needed.

**Requirements:**

* BA/BS or equivalent working experience.
* Past work either as an in-house designer or at a marketing agency. We require work samples to apply for this position.
* Experience creating assets that are mobile-, tablet-, and desktop-friendly and provide a user experience that fits on all three screens.
* Expert in Adobe Creative Suite and similar technologies.
* Knowledge of HTML, CSS, and JavaScript a major plus.

**CREATIVE, WEB, PR, & EVENTS**

**VIDEO SPECIALIST**

As a video specialist, you will serve as the photographer/videographer who captures, edits, and produces photos and videos for both internal and external purposes.

**Responsibilities:**

* Capture studio-quality video both on location and in the office as projects dictate.
* Shoot and edit content to build a library of product videos, hiring videos, and/or case study videos.
* Lead all technical setup for shoots, including lighting, angle, placement, and type of microphone, and positioning of individuals on camera.
* Collaborate regularly with creative teammates, marketing teammates, and senior management.
* Develop an intimate understanding of our brand message and tone to accurately capture in video and photo.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Past experience in TV/film or other role operating video and editing equipment.
* Great creative eye for visualizing and shooting concepts effectively.
* Proficient in Final Cut Pro X, Adobe After Effects.
* Knowledge of motion graphics preferred.

**CREATIVE, WEB, PR, & EVENTS**

**WEB DEVELOPER**

We are seeking a Web Developer to work on our company website and other projects as needed. This role is expected to bring an eye for design along with practical web development abilities. You will work closely with our graphic designers, product marketers, and other internal stakeholders to bring to life our brand, product information and collateral, and other website content.

**Responsibilities:**

* Develop and implement front-end web code and design standards.
* Write clean, semantic code.
* Wireframe and mock up revamped or brand new site pages and present to senior management.
* Collaborate with marketing teammates, senior management, designers, and other project stakeholders.
* Create and optimize our web project management, hitting all deadlines and improving efficiency while maintaining the highest standards of quality web development.
* Proactively scope and present new ideas to improve our website experience for prospects, leads, and customers.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Strong background with HTML5, CSS3, JavaScript, and jQuery.
* Domain expertise in UI/UX best practices.
* Experience creating automatically responsive web pages for mobile, tablet, and desktop. Your work must appeal to all three.
* Personal interest in staying up-to-date on the latest trends, including agile methodology and emerging best practices in the UI community.

**CREATIVE, WEB, PR, & EVENTS**

**UX RESEARCH SPECIALIST**

We are seeking a UX Research Specialist to join our marketing team and work closely with our product team and designers. Your work will range from conceptualizing and implementing website improvements and features to evaluating the usability and success of our marketing touchpoints.

**Responsibilities:**

* Drive user research and concept development, including persona and scenario development.
* Design studies that address both user behavior and attitudes, and generate actionable insights.
* Advocate for the user throughout the process of proposing, wireframing, and implementing UX improvements.
* Work closely with marketing and product teammates to identify research topics.
* Collaborate cross-functionally with design, product management, content strategy, engineering, and marketing.
* Participate in recruitment activities for user research participants, including developing criteria, screening participants, creating materials, tracking results, and coordinating incentives as needed.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Comfortable launching and iterating quickly and using data.
* In-depth understanding of UI design, including knowing how and when to leverage research and testing to inform decisions.
* Strong abilities across a broad set of qualitative and user-centered design methodologies.
* Working knowledge of behavioral analysis and statistics.
* Excellent communicator, both verbal and written.

**CREATIVE, WEB, PR, & EVENTS**

**MEDIA RELATIONS MANAGER**

We are seeking a Media Relations Manager to play an integral role in public relations, corporate communications, and content creation for our company.

**Responsibilities:**

* Connect with influential media outlets and journalists to place stories about company news and other initiatives.
* Assist with event planning, including working with vendors, event coordinators, and design teams for on-site collateral.
* Create content regularly to grow the company’s footprint (press releases, corporate announcements, and creative content like SlideShares).
* Collaborate with prominent members of the company, including executives, to craft and pitch press releases and thought leadership columns.
* Establish a sustainable, strategic approach to PR at the company based on adding value to media outlets and event managers.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Past experience in public relations, corporate communications, content marketing, or relationship management.
* Skilled in creating, editing, and promoting written and visual content.
* The ability to work and thrive in a fast-paced, rapidly changing work environment.
* Ideal candidate will have experience pitching, crafting, and placing content externally through guest blogging or op-ed development and experience with event management and sponsorships.

**CREATIVE, WEB, PR, & EVENTS**

**EVENT PLANNER**

We are looking for a talented event planner to join our marketing team. This role will be the creative lead behind all of our online and offline events for our prospects and customers. Primary focus includes execution of an annual event plan and ensuring event attendee growth and happiness.

**Responsibilities:**

* Create detailed proposals for all events, including timelines, venues, vendors, staffing, and budgets.
* Identify and secure speakers, special guests, and/or entertainment for each event.
* Coordinate with all internal and external stakeholders.
* Plan event layouts and agendas.
* Provide excellent support of our attendees and guests.
* Collaborate with marketing teammates to promote events and sell tickets and/or merchandise.
* Analyze the success of each event and propose creative improvements to the attendees’ experience.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Experience in event planning and management, including speaker outreach and vendor relationships.
* Excellent negotiator with a nose for great customer support.
* Working knowledge of other service-oriented roles, including space management, audio/visual, decor and entertainment, signage, housing, and speaker management.
* Amazing communicator with high attention to detail and organizational skills.

**CREATIVE, WEB, PR, & EVENTS**

**VP MARKETING, DEMAND GENERATION**

Reporting to the Chief Marketing Officer, the Vice President of Marketing will lead a team tasked with demand generation and funnel optimization. Using inbound marketing tactics such as search engine optimization, social media, landing page conversion testing, online advertising, and email marketing, you will grow our database and drive revenue. Other arms of your team could include marketing operations, channel marketing, and customer marketing.

**Responsibilities:**

* Lead a team of marketers to drive key business metrics including leads, MQLs, SQLs and Opportunities.
* Grow the team through hiring and training.
* Set team strategy through analysis of historical marketing data.
* Own the SLA and relationship with sales and forge strong communication between the two divisions.
* Forecast and present to senior management and help the CMO achieve greater marketing success.

**Requirements:**

* BA/BS or equivalent working experience.
* Proven and visible marketing veteran, with experience blogging, writing thought leadership pieces, speaking, and growing a personal audience online.
* Leadership experience with excellent communication skills, both written and verbal.
* Expert in end-to-end inbound marketing. As the owner of the marketing funnel, you must know what makes it generate customers.
* You must be analytical and able to extract meaning from data and use this to optimize a team’s approach and a company’s forecast.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**INBOUND MARKETING MANAGER**

We are looking for an amazing, data-driven inbound marketer to own the majority of the marketing funnel for our company. You will be in charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads so Sales can close them into customers.

**Responsibilities:**

* Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, ebooks, reports, webinars, infographics, etc.).
* Grow new leads, including marketing qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
* Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
* Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.

**Requirements:**

* BA/BS degree or equivalent work experience.
* Some past experience in marketing preferred.
* Excellent communicator -- both written and verbal.
* Creative thinker, with an ability to use data to inform all decisions.
* Bonus skills: HTML/CSS, Adobe Creative Suite.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**OUTREACH AND PARTNERSHIPS MANAGER**

We are looking for a passionate, talented candidate to fill a key position within our marketing organization. You should be a great relationship manager with the ability to sell, negotiate, and align our company goals with those of potential partners. Using these abilities, you will build long term relationships with quality partners in which both sides will benefit from working together.

**Responsibilities:**

* Create a systematic, process-driven approach to partner outreach and relationship management.
* Collaborate with senior management and other marketing teammates to align our internal goals with new and existing partner relationships.
* Deliver a great experience to our partners when working with our organization -- you will represent our brand and be our partners’ liaison internally.
* Forecast, measure, and report the results of various projects with partners, including co-created and/or co-branded content promotions, lead sharing, and/or event partnerships.
* Establish the right processes for engaging and vetting new partners while maintaining and deepening relationships with existing partners.

**Requirements:**

* BA/BS or equivalent working experience.
* Strong abilities in developing and managing partnerships for the purpose of product distribution, lead or revenue generation, and other strategic initiatives.
* Past experience in sales, marketing, and/or account management preferred.
* Amazing communicator, both written and verbal, with high attention to detail and organization skills.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**CHANNEL MARKETING MANAGER**

The person who fills this position will be an integral member of the team tasked with developing exciting new programs for our channel partners (resellers). We're looking for a smart, hungry inbound marketer to build and execute programs designed to increase results for our channel partners, equipping them with the tools they need to be successful.

**Responsibilities:**

* Manage all channel marketing communications (newsletters, webinars, product notifications, etc.).
* Optimize and experiment to improve key metrics that both our company and channel partners care about.
* Create blog content and other helpful resources to arm our channel partners with everything they need to succeed.
* Collaborate with other marketing teammates to ensure our channel partners are considered in every program and campaign we run.
* Track the efficiency of all channel marketing projects, and subsequently measure results with other marketers and sales managers. This includes tight alignment with our channel partners’ account managers internally to ensure consistency.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Past experience in marketing, specifically with a focus on resellers.
* Proficiency using email applications to segment partner communications, as well as test subject lines and improve delivery, open rates, and clickthrough rates on important communications.
* Excellent interpersonal skills. You will be working with other business professionals and are expected to convey the value of our product and programs, and the culture and beliefs of our company.
* Ability to think about process and scale above all else to work efficiently and effectively with multiple partners.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**SOCIAL MEDIA MANAGER**

We’re looking for a social media manager to grow our followers, engage and retain them, and help convert them into leads, customers, and active fans and promoters of our company. You should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to build a digital audience.

**Responsibilities:**

* Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and potentially additional channels (Snapchat, Instagram, Vine, etc.).
* Create shareable content appropriate for specific networks to spread our brand and our content.
* Listen and engage in relevant social discussion about our company, competitors, and/or industry, both from existing customers and leads and from brand new audiences that don’t yet know us.
* Keep an ear to the ground to route the appropriate marketer, sales rep, and/or support rep to social conversations.
* Run regular social promotions and campaigns and track their success.
* Work alongside other marketers and content producers to help distribute content that educates and entertains our audience.
* Drive a consistent flow of relevant traffic and leads from our social presence.
* Explore new ways to engage and new social networks to reach our target buyers.

**Requirements:**

* BA/BS degree or equivalent work experience.
* Active and well-rounded personal presence on social media, with a command of each network and their best practices.
* Excellent communicator -- both written and verbal.
* Creative thinker with an ability to use both data and intuition to inform decisions.
* Bonus experience and skills include Adobe Creative Suite, demand generation marketing, and blogging.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**EMAIL MARKETING MANAGER**

We are hiring an email marketing manager to be the biggest supporter of our existing contacts list possible. The days of email blasts and spamming are over. In its place, we want you to understand the right nurture tracks to provide incremental value and nudge our leads toward sale in a way that feels human, and converts. You should also understand the right types of content to send to the right people at the right time, both for lead nurturing and to boost the sharing and forwarding of our content-driven emails.

**Responsibilities:**

* Manage and build various email lists and campaigns, including the design templates, calls-to-action, and content used in your email sends.
* Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
* Measure results and optimize the nurture tracks for these segments to convert leads to customers.
* Work to minimize list decay and unsubscribes while increasing productivity of our email sends.
* Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

**Requirements:**

* BA/BS or equivalent working experience.
* Past experience with email marketing, lead nurturing, marketing automation, and/or web analytics.
* Proficient using HubSpot smart lists and marketing automation technology.
* Highly analytical and able to derive meaning from data through A/B testing and email optimization.
* Excellent writer and communicator -- both written and verbal.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**CONVERSION OPTIMIZATION SPECIALIST**

We are seeking a talented conversion optimization specialist to manage all testing, analysis, and improvement of our various conversion points in the marketing funnel. This person is responsible for increasing the rate at which site traffic converts to leads, and leads to customers.

**Responsibilities:**

* Manage key conversion points in the marketing funnel, including landing pages, website calls-to-action, and lead-generating forms.
* A/B test and continually measure the performance of these conversion assets.
* Collaborate with channel-specific markers (blogging, email, social media, etc.) in order to optimize each conversion path.
* Optimize our marketing conversion paths and rates overall and drive marketing-qualified leads for our sales team.
* Optimize the lead-to-customer conversion rate and increase funnel marketing efficiencies.

**Requirements:**

* BA/BS or equivalent working experience.
* Past experience with web analytics, A/B testing, and inbound marketing tactics.
* Proficient using smart CTAs and smart form features to optimize for lifecycle stage and progressively profile our leads.
* Highly analytical and able to derive meaning from data through testing and optimization.
* Excellent writer and communicator -- both written and verbal.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**SEO MANAGER**

We’re hiring a talented SEO manager to join the marketing team. You will be responsible for identifying and executing opportunities to improve our company’s and our content’s search rank for key terms at the top, middle, and bottom (branded) of our marketing funnel.

**Responsibilities:**

* Manage both on-site and off-site SEO for the website.
* Collaborate with content marketing and blog contributors to drive the search strategy for important, relevant terms.
* Manage organic search engine performance and goal setting based on site impressions, clickthrough rates, traffic, and conversions.
* Stay up-to-date with the latest trends and changes with SEO and major search engines.
* Surface and implement technical SEO best practices to keep the website easy to crawl and index.

**Requirements:**

* BA/BS or equivalent working experience.
* Thorough knowledge of search ranking and optimization factors and key algorithm updates.
* Proficient in HubSpot web analytics and keyword tools.
* Experience with data-driven SEO analysis and optimization.
* Excellent written and oral communication skills.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**DIGITAL ADS/PAID MARKETING MANAGER**

We are seeking a paid marketing manager to help acquire new leads and customers through online pay-per-click and cost-per-acquisition ad campaigns. You will be in charge of all online paid acquisition marketing, managing the strategy, execution, and optimization across channels.

**Responsibilities:**

* Manage the strategy and setup of all paid campaigns.
* Measure and optimize our paid marketing using vendor-specific dashboards and our own analytics dashboards.
* Research and test partnerships with new vendors to expand our reach and/or lower cost-per-acquisition.
* Collaborate with marketing teammates to maintain a consistent brand voice and message across all paid programs.
* Craft landing pages and lead-gen forms for our content to distribute through relevant paid programs.
* Stay up-to-date with digital marketing trends and potential new channels and strategies to keep us ahead, including updates to social ad platforms, attribution, and programmatic media buying.

**Requirements:**

* BA/BS or equivalent working experience.
* In-depth knowledge of the various paid marketing channels and technologies, including paid search, retargeting, social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more), and content distribution and placement networks.
* Excellent communicator with ability to sell and convince. You will manage all relationships with vendors and ensure we get the most efficient cost possible.
* Experience handling advertising budgets and forecasting/reporting results.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**REGIONAL FIELD MARKETING MANAGER**

The Field Marketing Manager is responsible for demand and lead generation in his or her assigned territory through a number of marketing channels, including inbound marketing tactics like email and social media, paid advertising, and events. You will work closely with regional sales managers and representatives to build a successful, sustainable pipeline of leads and customers specific to your area.

**Responsibilities:**

* Define a region-specific marketing plan based on the overall company marketing strategy.
* Optimize each marketing touchpoint using data, including top-of-funnel channels like social media and blogging, middle-of-funnel channels like email nurturing, and bottom-of-funnel activities with sales teammates.
* Plan and host offline events to deepen relationships with customers and attract local prospects.
* Support overall marketing team goals and programs, ensuring their success in your region.
* Assist regional sales managers as needed, including increasing brand awareness locally/regionally and driving leads.

**Requirements:**

* BA/BS or equivalent working experience.
* Strong abilities in digital marketing tactics with experience planning and/or speaking at local events.
* Excellent communicator and creative thinker with an ability to use data to inform all decisions.
* Proficient in HubSpot’s marketing automation and analytics features.
* Great attention to detail and project management skills. This role requires balancing several initiatives together.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**MARKETING MANAGER, LEAD NURTURING**

We are seeking a talented marketing mind to focus on lead nurturing and converting sales leads into happy customers. You will be responsible for understanding what activities increase customer generation from our database and using inbound marketing tactics such as email and social media to add value through content, resources, and other calls-to-action. Your goal is to help nurture interested, qualified leads into customers.

**Responsibilities:**

* Analyze and interpret what behaviors and patterns make customers successful and more likely to be retained by the company.
* Create the strategy for nurturing leads through a mix of helpful content and calls-to-action.
* Find new approaches to lead nurturing, including but not limited to channels like email, social media, blogging, and events.
* Create and implement new projects and creative ideas that help improve customer conversion rates.

**Requirements:**

* BA/BS or equivalent working experience
* Expert in marketing automation and smart list optimization to build and optimize the right nurturing tracks.
* Past experience identifying and nurturing customers on social media.
* Excellent command of all marketing tactics -- beyond just email -- and how they work together to create an efficient funnel.
* Excellent writer and communicator with the ability to align that communication with the larger company tone.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**CUSTOMER MARKETING MANAGER**

We are hiring a talented, data-driven marketer to focus on the success and growth of our existing customers. You will be our customers’ biggest fan internally and run campaigns to boost their adoption and use of -- as well as their success with -- our product. You will keep them up-to-date on the latest strategies and features, as well.

**Responsibilities:**

* Plan and execute the marketing strategy focused on product adoption and overall success of our existing customers.
* Measure the success of these campaigns and optimize your approach based on the resulting data.
* Educate our customer base about our products and their benefits through customer newsletters, customer-focused content, social media monitoring, and more.
* Own Marketing’s role in reducing churn and increasing upsells, and design campaigns around those initiatives.

**Requirements:**

* BA/BS degree or equivalent working experience.
* Past experience in communications, marketing, analytics, or related field.
* Strong writer and content creator, including blog posts, ebooks, and other customer-facing resources.
* A nose for good product marketing and product UI, and the ability to educate in ways that our customers will understand.

**DEMAND-, LEAD-, AND CUSTOMER-GENERATION**

**MARKETING OPERATIONS ANALYST**

As a Marketing Operations Analyst, you will work to create scalable processes that ensure best practice adherence in database management. You will also conduct complex data analysis that will be used to inform strategic decisions by stakeholders from across the company. You will be working in a fast-paced environment managing multiple projects at once, which involve stakeholders across the company.

**Responsibilities:**

* Manage technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads.
* Establish and maintain scalable processes that ensure best practices in campaign and lead management.
* Create and maintain reports on marketing and sales activities, effectiveness, and business impact.
* Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.
* Monitor and maintain data quality within the marketing database.
* Evaluate new technologies and add-on applications to improve and optimize marketing team performance.

**Requirements:**

* BA/BS or equivalent working experience.
* Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
* Proficient in marketing automation systems and integrating those systems with other technologies.
* Ability to manage multiple projects at the same time in a fast-paced environment.
* Technically capable, excellent communicator, and a desire to improve processes.

**OPERATIONS**

**DATA SCIENTIST**

We are seeking a highly quantitative individual with technical and statistical know-how. This role combines a data-driven approach and expertise with an eye for spotting new opportunities to test and experiment. You should also have a nose for compelling content with data at its core, including blog posts, reports, data visualization, and more.

**Responsibilities:**

* Design and implement statistical tests around our site and various marketing touchpoints and verify their significance and overall impact.
* Collaborate with marketing teammates, product managers, and other key stakeholders to implement what you learn.
* Document all research and findings. You will build the company’s institutional knowledge and unlock new opportunities for growth and ways to operate more effectively.
* Seek out problems and experiment with the best approaches to solve them.

**Requirements:**

* BA/BS or equivalent working experience.
* Strong abilities in analytics and statistical or mathematical modeling.
* Excellent presentation skills. You’re comfortable using data to bring up new opportunities and best practices to your teammates to improve the way we operate.
* A natural curiosity and skepticism, helping lead you to experiments and tests in the name of improvement.
* Front-end development expertise strongly preferred.

**OPERATIONS**

**DATABASE MARKETING MANAGER**

We are hiring a database marketing manager to lead the management process across several marketing technology systems, supporting the marketing team’s overall operations. You will work to create scalable processes that ensure best practices in lead nurturing and database management and analysis. You will also conduct complex data analysis and create naming conventions that boost our efficiency and focus and inform our strategy.

**Responsibilities:**

* Manage technical aspects of key marketing systems (marketing automation, CRM, data services, and lead management processes across those systems).
* Establish and maintain scalable processes that ensure best practices in campaign and lead management.
* Create and maintain reports on marketing and sales activities that detail their effectiveness and business impact.
* Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.
* Monitor and maintain data quality within the marketing database.
* Evaluate new technologies and add-on applications to improve and optimize marketing team performance.

**Requirements:**

* BA/BS or equivalent working experience.
* Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
* Proficient in marketing automation systems and integrating those systems with other technologies.
* Ability to manage multiple projects at the same time in a fast-paced environment
* Technically capable with excellent communications skills, along with the desire to improve processes.

**OPERATIONS**