



Marketing Manager Job Specification

Title: Marketing Manager

Location: San Jose, CA

Exempt/Non-Exempt: Exempt

Reports To: VP Marketing

Overview

appOrbit is actively seeking a creative, driven individual who will be responsible for designing and implementing various demand generation campaigns for the company, including: event planning, web seminars and content syndication. The right candidate will have previous experience in these areas and be able to work independently while at the same time effectively integrate into the larger go-to-market team.

Responsibilities

- Develop and implement demand generation campaigns designed to generate qualified sales pipeline, including: event planning, webinars and content syndication programs
- Set and measure objectives that align with overall business and sales goals
- Manage the marketing budget on a monthly basis
- Effectively manage and direct outside contractors
- Work in lockstep with the head of sales to align objectives and campaign effectiveness
- Prepare regular reports on campaign effectiveness and progress towards objectives
- Measure key campaign metrics with an eye for continuous improvement
- Participate in quarterly and annual planning of sales and marketing objectives

Requirements

- Track record of success with event planning, webinars and content syndication
- Ability to make tough decisions and measure outcomes
- Keen eye for design
- A quick learner, able to grasp technical subjects quickly
- Demonstrated success with creative marketing campaigns that drive results
- Solid knowledge of Google Analytics
- Experience with marketing automation platforms, digital marketing tools and techniques
- Strong leadership skills
- Must be highly organized
- Excellent communications skills, including writing
- Strong analytical and project management skills
- Bachelor's degree required
- Must be able to travel for work 20% of the time
- Must be a team player

Preferred Skills/Experience

- Previous experience working at technology start-ups
- Experience with modern infrastructure concepts, including: cloud, containers
- Experience working with SaaS business models



Benefits

- Fun, creative and fast-paced working environment
- Terrific medical, dental and vision plans
- 401K plans
- Kitchen stocked with snacks & drinks
- Flexible time-off with generous paid holidays

Interested parties should send their resume to: careers@apporbit.com