



Vice President Marketing Job Specification

Title: Vice President, Marketing

Location: San Jose, CA

Exempt/Non-Exempt: Exempt

Reports To: CEO

Overview

appOrbit is actively seeking an experienced enterprise software B2B marketing leader who will be an integral member of the executive team, focused on helping the company scale. The VP of Marketing will work hand in hand with the CRO and CEO in tight collaboration to produce and efficiently execute appOrbit's company-wide marketing efforts and initiatives. The ideal candidate will have deep startup experience, particularly in the areas of: strategy, planning, budget management, demand generation, messaging, public relations, metrics and working hand-in-hand with an enterprise sales team. This is the first marketing leadership position for the company, meaning that the right candidate will have the opportunity to design and build their own world-class marketing team from the ground up.

Responsibilities

- Develop and implement a cohesive marketing plan designed to help the company scale
- Set and measure objectives that align with overall business goals
- Build an annual marketing budget, then monitor on a monthly basis
- Manage and direct the public relations agency to secure relevant press coverage
- Lead all messaging efforts and maintain a current messaging platform that ensures consistency
- Design, direct and measure all demand generation campaigns builds effective sales pipeline
- Work in lockstep with the head of sales to align objectives and improve sales processes including messaging, sales demos, etc.
- Forecast hiring needs and recruit world-class marketing talent to build out the team
- Prepare regular reports and presentations on marketing metrics for the CEO and the Board
- Measure key marketing metrics with an eye for continuous improvement
- Participate in quarterly and annual planning of the company's objectives
- Build and update a competitive map of appOrbit's position in the market
- Influence product pricing and packaging with the CEO, CRO and product management

Requirements

- Proven work experience as a VP of marketing, marketing director or other similar role
- Leadership experience at an enterprise software B2B company
- Ability to make tough decisions and measure outcomes
- Demonstrated success scaling a company by working hand-in-hand with the CRO
- Keen eye for strategy and messaging



- A quick learner, able to grasp technical subjects quickly
- Demonstrated success with creative marketing campaigns that drive results
- Solid knowledge of SEO, Google Analytics, Google Adwords
- Experience with CRM software and digital marketing tools and techniques
- Strong leadership skills
- Excellent communications skills, including writing
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions
- Must be able to act as an individual contributor as needed
- At a minimum, a Bachelor's degree required
- Must be able to travel for work 20% of the time
- A team player, collaborative, nurturing of your team and able to mentor
- Proven success building and leading a talented and diverse marketing team

Preferred Skills/Experience

- Product background, including product management or product marketing
- Experience with application development concepts, including: DevOps, microservices
- 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