

## Product Marketing

### VP 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 to market. You will also be responsible for bringing new products, features, and/or services to market, working closely with our product team and leading customer research. 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 tools and products.
- Serve as an evangelist for our products through thought leadership and 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, used in a wide range of responsibilities, from customer development, to product adoption, to sales processes.
- Ability to lead and communicate cross-functionally with engineering and other departments.

## 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, Quora, and other forums) 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 and presenting/selling ideas in this role.
- Proficiency in HubSpot's Content Optimization System. You will be expected to build product pages, optimize the conversion paths on those pages, and use 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 Manager - Sales Enablement

As a product marketing manager in charge of sales enablement, 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 building competitive analyses.
- Excellent communication skills -- you will interact with customers and cross-functional teammates regularly.
- Proficient in HubSpot Social Inbox, which you will use to identify and nurture advocates via Twitter based on their buyer stage and monitor conversations about the competitive landscape proactively.

## 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, via the code you write.

### Responsibilities:

- Develop and implement front-end web code and design standards and writing clean, semantic code.
- Wireframe and mockup 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. You are a problem solver with everything you develop to improve our site's experience and drive action.
- Certified on the HubSpot Content Optimization System, used to create automatically responsive webpages 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.

## UX Research Specialist

We are seeking a UX Research Specialist to join our marketing and work closely with our product team and designers. Your work will range from conceptualizing and forming product and 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 quantitative, behavioral analysis and statistics.
- Excellent communicator, both verbal and written.

## Content Marketing & Strategy

### 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 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 output content.
- 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 and blogging, social media, and speaking.
- Ensure all marketing stakeholders needs are met.
- Keep the team up-to-date with the latest trends in content marketing.
- Manage content creation agencies and freelancers.

#### Requirements:

- BA/BS or equivalent working experience.
- Proven and visible marketing veteran, with experience creating content for the web across several disciplines (text, design, video, etc.) and media (blogging, guides, whitepapers, research, infographics, podcasts, 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 Manager

We are looking for a prolific and talented content creator to write and produce various projects and blog regularly, to expand our company's digital footprint, awareness, 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, awareness, and/or other important metrics (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 both 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 single day.

### Requirements:

- BA/BS degree or equivalent working experience.
- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, etc.)
- Past experience building audiences either online or offline.
- In-depth knowledge of the HubSpot Content Optimization System to blog and produce smart CTAs according to visitor lifecycle stage.
- 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.

## Blog Manager

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

### Responsibilities:

- Writing various types of articles on a wide range of topics for our blog
- Providing feedback to other contributors, and editing other writers' content
- Optimizing content for search engines and lead generation
- Contributing to long-form content projects such as ebooks
- Conducting analytical projects to improve blog strategies/tactics
- Growing blog subscribers and expanding the overall blog's reach

### Requirements:

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



## Creative, Events, PR, and Related MarCom Roles

### VP Brand and Buzz

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

#### Responsibilities:

- Lead and manage team 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 of creatives and/or public relations and media outreach experts.
- 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 typography 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.).

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## 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 in ideas.

### Responsibilities:

- Evolve and ensure consistency and integrity behind our company's brand and brand guidelines.
- Lead all design and copywriting.
- Manage a production calendar and the team responsible for hitting those deadlines.
- Create and improve the company's creative team and its workflow to build a top-notch operation.
- Collaborate with company leaders, marketing teammates, and other key 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.
- Certified HubSpot COS designer. You will be responsible for managing all responsive design of the website, including product pages, and buyer stage-specific versions of our website.
- 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.

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## 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 designing for HubSpot's Content Optimization System. This position must create assets for our web team that are mobile-, tablet-, and desktop-friendly and provide a user experience that fits on all three screens.
- Expert in Adobe Creative Suite or similar technologies.
- Knowledge of HTML, CSS, and JavaScript a major plus.

## 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 (if appropriate).
- 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 form.

### 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.

## Influencer Relations Director

We are seeking a digitally savvy, experienced marketing mind to lead our influencer outreach and co-marketing program. This role has a very high degree of creative freedom and visibility, and it requires abilities in multiple areas, including social media marketing, PR, event planning know-how, thought leadership, content creation, and relationship management.

### Responsibilities:

- Identify and build relationships with prominent influencers and thought leaders in our space. Ensure that these relationships benefit both the company and individual.
- Attend relevant events to evangelize the company mission and find like-minded individuals and companies to align with on future initiatives.
- Remain knowledgeable of internal company marketing initiatives, especially major announcements, content creation, and events.
- Match our internal content creation with external influencers who would enjoy receiving it or want to contribute themselves.
- Brainstorm new, creative approaches to working closer with the influential members of our industry, and serve as a go-to resource to the rest of the marketing team.

### Requirements:

- BA/BS or equivalent working experience.
- Multiple years experience in digital marketing and in our specific industry.
- Deep domain knowledge of both social media marketing and our industry.
- Excellent communication skills, both written and verbal, and a willingness to try creative approaches to networking.
- Experience working with executives and other senior-level leaders, including media members and consultants.

## Media & Analyst Relations Manager

We are seeking a Media and Analyst Relations Coordinator 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, not just asking for it.

### 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.

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## Copywriter & Editorial Director

We are hiring an editorial director to refine and advance our editorial vision and mission and help plan, produce, and analyze the written content we create. This role will help build our editorial calendar and written guidelines, as well as determine sources for content both internally and externally. This person may also be asked to create a network of freelancers and go-to influencers in our industry, format our content, and line edit.

### Responsibilities:

- Build our editorial calendar and written guidelines.
- Determine sources for content creation, both internally and externally.
- Serve as an exemplary writer, consistent with our company's tone and mission. You write clean, concise, well-polished copy.
- Edit content produced by your teammates, including conceptualizing the projects upfront and copy-editing prior to publishing.
- Stay up-to-date with the latest industry trends and customer challenges in order to build a more effective editorial calendar.

### Requirements:

- BA/BS or equivalent working experience.
- Experience managing an editorial calendar for a media publication or marketing team.
- Proficient in HubSpot's Content Optimization System (COS) and its content scheduling, publishing, and optimization features.
- Excellent attention to detail both for line editing copy and consistency in style and tone across our content.

## 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 focuses include execution of an annual 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 new 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.



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## 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 mutually 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 Roles

### VP Marketing, Demand Generation

Reporting to the Chief Marketing Officer, the Vice President of Marketing will lead a team tasked with demand generation and marketing 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 overall company revenues. 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 relationship with sales and forge strong communication and service level agreement (SLA) between marketing and sales.
- 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 on social media.
- Leadership experience with excellent communication skills, both written and verbal.
- Expert in end-to-end inbound marketing, including HubSpot's smart content, smart lists, and other lifecycle stage optimization tactics. As 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.

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## 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 to close those leads into customers, the latter of which sales leadership will help you accomplish.

### 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 and creative thinker, with an ability to use data to inform all decisions.
- ❑ Proficiency in HubSpot's marketing automation and blogging software features in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers.
- ❑ Bonus skills: HTML/CSS, Adobe Creative Suite.

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## 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.
- Proficient in using HubSpot's email application 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 outward to our partners.
- Ability to think about process and scale above all else to work efficiently and effectively with multiple partners collectively and cohesively.

## 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 both build and convert 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 both spread our brand and our content and links.
- ❑ 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.
- ❑ Run regular social promotions and campaigns and track their success, ranging from Twitter chats, to Google+ Hangouts, to LinkedIn conversations, as well as the content and links posted through these and other channels.
- ❑ Work alongside other marketers and content producers to help distribute content that educates and entertains our audience.
- ❑ Drive consistent, relevant traffic and leads from our social network 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 and creative thinker, with an ability to use both data and intuition to inform decisions.
- ❑ Proficiency in HubSpot's Social Inbox to segment Twitter followers by lifecycle stage and engage accordingly. You will be our ear to the ground to route the appropriate marketer, sales rep, and/or support rep to social conversations.
- ❑ Bonus experience and skills include Adobe Creative Suite, demand generation marketing, inbound marketing, and blogging.

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## Email Marketing Manager

We are hiring an email marketing manager to be the biggest supporter of our existing contacts list possible -- the days of full 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 towards sale in a way that feels human and still converts. We also need you to 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 (in both written and verbal form).

## 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 convert to leads and leads to customers.

### Responsibilities:

- Manage key conversion points in the marketing funnel, including landing pages, website calls-to-action (CTAs), 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's 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 HubSpot 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).

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## SEO Manager

We are 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 company.
- Collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms.
- Manage of 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.

### 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.



## Marketing Growth Hacker

We are hiring a uniquely talented growth hacker to build marketing tools and apps for our team and our audience, as well as identify creative new solutions to helping us grow. This role combines technical knowledge of front-end web development with in-depth knowledge of marketing best practices and testing.

### Responsibilities:

- Develop and implement front-end web code where appropriate to launch interactive tools and apps benefiting the marketing team's goals.
- Collaborate with channel-specific marketing teammates (blogging, email, social media, etc.) to identify areas for growth.
- Propose creative new projects, from building free tools and apps that attract prospects and convert leads to testing new approaches to capturing existing demand.
- Measure and optimize these projects, reporting results and proposing improved ways of operating based on the data.
- Stay up-to-date with the latest trends and changes in UI/UX and digital marketing.

### Requirements:

- BA/BS or equivalent working experience.
- Thorough knowledge of search ranking and optimization factors and key algorithm updates.
- Working knowledge of HTML5, CSS3, JavaScript, and jQuery.
- Domain expertise in UI/UX best practices. You are a problem solver with everything you develop to improve our site's experience and drive action.
- Proficient in HubSpot web analytics and A/B testing tools.

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## Central Marketing Delivery Representative

We're hiring a marketing team representative to operate locally in-market and report to our marketing operations group on the central team. This position ensures the delivery of a variety of technologies, products, and initiatives that power our company's overall success.

### Responsibilities:

- Ensure delivery of all assigned projects in-market, including marketing automation and core tools.
- Serve as a single point of accountability for a range of project delivery and support services.
- Continually improve the processes and costs of delivery.
- Work with central marketing team -- specifically, marketing operations -- to track, report, analyze, and escalate day-to-day execution of work.

### Requirements:

- BA/BS or equivalent working experience.
- Excellent communicator, both verbal and written.
- Able to juggle multiple projects at once.
- Past experiences in marketing, customer support, and/or IT preferred.

# SAILING MARKETING INC

## 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 campaigns. You will be in charge of all external, online 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, Google Analytics, and HubSpot landing page sources reports.
- 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 media marketing, 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 like Outbrain and Taboola.
- 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 marketing budgets and forecasting/reporting results.

## 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.

## 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 turn interested, qualified leads into successful 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 our leads through a mix of helpful content and other 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 HubSpot marketing automation and smart list optimization to build and optimize the right nurturing tracks.
- Past experience with HubSpot Social Inbox to identify and nurture customers on Twitter a plus.
- Excellent command of all marketing tactics, not just email.
- Excellent writer and communicator with the ability to align that communication with the larger company tone.

## Operations

### Marketing Operations Analyst

As a Marketing Operations Analyst, you will work to create scalable processes that ensure best practices in lead generation and 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 metrics reports on marketing and sales activities and 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 (e.g. HubSpot) 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.

## Data Scientist

We are seeking a highly quantitative individual with technical and statistics 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. In short, you are a “hacker” who loves data and optimization.

### 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 approach to solve them can then be implemented.

### 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 and grow.
- A natural curiosity and skepticism, helping lead you to experiments and tests in the name of improvement.
- Front-end development expertise strongly preferred.

## Director of Marketing Analytics

The Director of Marketing Analytics ensures our marketing department makes smart decisions based on data, not assumptions, and that our assumptions are properly tested. You will be responsible for gathering and analyzing data, making recommendations, and ensuring appropriate adjustments are made to improve our marketing.

### Responsibilities:

- Monitor and report to teammates on the performance of various marketing channels and campaigns.
- Create scalable, innovative approaches to extracting, managing, and analyzing data from customers.
- Contribute data-driven content regularly to our blog and other channels based on customer behavior data and other learning.
- Collaborate with both frontline marketers and senior leaders to both accurately forecast and craft the right strategies, campaigns, and tests to run.
- Develop vision for analytics architecture, various predictive models, and efficient workflow across marketing.

### Requirements:

- BA/BS degree or equivalent working experience.
- Experience with analytic techniques, statistical modeling, and web analytics technologies.
- Ability to extract meaning and suggest action items from data, not just report metrics.
- Excellent communications skills when working with teammates who may be either data-driven or more qualitative.
- Expert in HubSpot Analytics, Microsoft Excel, and Google Analytics, at minimum.
- Deep understanding of web-related behaviors and trends and ability to optimize for these.



## 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 metrics 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 (e.g. HubSpot) and integrating those systems with other technologies.
- Ability to manage multiple projects at the same time in a fast-paced environment
- Technically capable but with excellent communications skills, along with the desire to improve processes.

# SAILING MARKETING INC

## Customer Intelligence Manager

We are seeking a data-driven marketing mind to keep our company and product focused on the customer and ahead of the competition. You will conduct competitive research and help us understand the buyer's journey, from stranger to happy customer who promotes our cause. You will also help us maintain competitive advantages by working with internal stakeholders, including sales, support, and other marketing teammates, as well as external partners like product review sites and customer groups.

### Responsibilities:

- Conduct regular competitive research on other products and companies in our industry.
- Craft customer surveys to gather data and insights.
- Inform the marketing, sales, and customer support teams about our customer behaviors and buying preferences and patterns.
- Conduct buyer journey research, and help our team optimize our website, marketing touchpoints, and sales approach accordingly.
- Serve as the internal point of contact for product review sites and bloggers.
- Attend events and interact with customers to further understand the problems and challenges we can solve for them.

### Requirements:

- BA/BS or equivalent working experience.
- Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
- Proficient in HubSpot's marketing automation, web analytics, and smart content features to optimize our approach by buyer stage.
- Past experience conducting research reports, including the methodology, survey writing and fulfillment, and writing reports and studies.
- A nose for selling, unique selling points, and product marketing -- this role must help us stay differentiated from the competition.

## Training and Development Specialist

We are hiring an energetic leader to train, support, mentor, and develop new and existing members of our marketing team. You will oversee not only the ramp-up period of our new hires, but also ensure the continual growth and knowledge base of our existing marketing team. This role has a high degree of creative freedom and is a resource to the entire department.

### Responsibilities:

- Design, improve, document, and deliver training modules to both new hires and existing hires.
- Lead the initial training of new hires, from orientation into our company culture to specific job and industry-based knowledge.
- Work closely with senior management to roll out new learning initiatives, informed by the realities facing our frontline employees and industry.
- Implement and improve internal processes for accessing and attending learning sessions and developing careers, including one-on-one sessions and regular feedback from peers and managers.
- Find new, creative approaches to deliver existing material and develop new, efficient training ideas.
- Stay up-to-date with the latest trends, technologies, and methodologies in corporate learning.

### Requirements:

- BA/BS degree or equivalent working experience.
- Excellent presentation and communication skills, both written and verbal, with a love for presenting to groups.
- Ability to empathize and deliver constructive feedback to employees, both one-on-one and in groups.
- Confident, outgoing, and with a predisposition to teach others.
- Great organizational skills to coordinate the many pieces of a given project or session.

# Upsell, Renewal, & Churn Reduction

## 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.
- Advocate internally that all teams solve for the customer -- you are their biggest fans within the company and understand that their success and happiness mean our success and happiness!

### Requirements:

- BA/BS degree or equivalent working experience.
- Past experience in communications, marketing, analytics, or related field.
- Proficient in HubSpot's "smart content" features to customize our marketing touchpoints to the customer -- specifically, website CTAs and lists used to communicate via marketing automation.
- 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.

## Customer Retention & Nurture Flow

We are seeking a talented marketing mind to focus on customer retention and improve our nurture tracks towards product and feature adoption. You will be responsible for understanding what activities increase customer retention and aligning that with internal company priorities in ways that benefit our customers. Your goal is to add more value to existing customers through channels like email, social, and content, while ensuring our customers remain happy and successful.

### Responsibilities:

- Analyze and interpret what behaviors and patterns make customers successful and more likely to be retained by the company.
- Maximize these successful approaches and run tests to improve them.
- Find new opportunities to applaud, support, and ultimately retain our customers.
- Craft strategies to better nurture our customers toward actions the company wishes them to take -- and ensuring these actions (product adoption, event signups, trainings, etc.) are actually in our customers' best interests.
- Create and implement new projects and develop creative ideas that help improve customer success -- from customer content and communication, to our approach, to marketing automation.

### Requirements:

- BA/BS or equivalent working experience
- Expert in HubSpot marketing automation and smart list optimization to build and optimize the right nurturing tracks.
- Past experience with HubSpot Social Inbox to identify and nurture customers on Twitter a plus.
- Excellent command of all marketing tactics, not just email.
- Excellent writer and communicator and able to align that communication with the larger company tone.