

Marketing Programs Manager

Description

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The Marketing Programs Manager will lead demand generation efforts for Longbow Advantage. As part of a young, fast-growing team, you will create and oversee marketing programs from start to finish – from planning, design, execution, measurement and optimization of marketing programs to drive interests and sign-ups. This is an exciting and unique opportunity to build the foundation and demand strategy for a fast-growing technology company.

Responsibilities

- Understand the needs of our target audience and translate them into marketing programs
- Collaborate closely with product marketing / sales teams to develop campaign plans and define content needs for campaigns
- Own campaigns from initial conceptualization, execution of the creative process, program execution, success measurement and optimization
- Work through channels including email, events, on-site marketing, content syndication, PPL programs, and more to execute programs
- Own the calendar of integrated programs and communicate program timing to product marketing & sales

Requirements

- 3+ years of hands-on experience leading marketing campaigns to drive demand in a fast-paced company
- Experience with establishing and scaling programs from start-up stage forwards
- Experience with Kentico and Marketing Automation Systems (e.g. Salesforce / HubSpot) strongly preferred
- Foundational understanding of marketing funnel required
- Cross-functional project leadership skills and a deep understanding of the demand process and related technologies
- Demonstrated ability to plan, organize and execute multiple campaigns to completion and within deadlines and budget
- Strong communication, writing and presentation skills. Experience with copy-writing strongly preferred.
- Excellent analytical skills and experience measuring marketing programs
- Demonstrated ability to handle a change in a fast paced and data-driven environment

Preferred

- Experience driving marketing programs in the supply chain and/or technology space
- Experience with defining requirements for new implementations of marketing automation systems