



## Director of Marketing

### Accountabilities

- You will be working in close collaboration with the founding team and other executive leaders in sales, product, engineering, and public relations to bring the Ntooitive story and products to the world as the organization scales to new chapters
- Design, execute and lead overall marketing strategy for our portfolio of software products and services with the ultimate goal of maximizing the volume of inbound leads that can potentially convert to sales opportunities
- Develop the content strategy and content to support demand generation and content marketing campaigns
- Work with management to develop value propositions, positioning, messaging and proof points for new offers
- Oversee the operation of the company's website, social media and email marketing program and provide analytics reviews
- Provide training and support to sales, customer support, and internal teams on product positioning, ensuring consistent messaging and tone
- Support the sales team and the selling process with effective tools, collateral, presentations, competitive analysis, RFP support, as required
- Work with internal team members in creative, digital, copywriting and project management to bring campaigns, programs and initiatives to market
- Produce high-quality webinars, blog articles, original research, and case studies, etc.
- Assess marketplace for new channels and tactics in digital marketing and emerging technologies
- Leverage, and in some cases lead, customer insights and segmentation, and market research to inform and validate marketing direction and/or messaging



- Establish annual and quarterly marketing metrics that ladder up to the business objectives and report out on these at the monthly operations reviews
- Keep up-to-date on marketing best practices, tools and techniques in digital media, technology, design, business and market trends. Provide insight, expertise and share experience as needed, help brainstorm big ideas and contribute to group knowledge and innovation

## Job Qualifications

- 8+ years of product marketing experience – B2B SaaS experience preferred but not required
- Naturally self-directed, comfortable operating at a high cadence, and enthusiastic about launching industry leading technologies that address client needs
- Skilled in building relationships and working effectively with senior and junior staff
- Demonstrate a strong working knowledge of marketing channels (especially current and emerging digital opportunities)
- Experience with creating various types of content, including blog articles, white papers, and case studies
- Expertise in driving inbound lead generation via sophisticated content programs
- Comfortable working across all aspects of marketing: future products, current business, marketing communications, branding, positioning and messaging, and downstream demand/lead gen
- Outstanding communication, teamwork, collaboration, and project management skills
- Comfortable with data and analytics to identify marketing opportunities, evaluate the effectiveness of marketing investments and lead gen programs, and prepare executive briefings