

Growth Marketing Manager

LOCATION: USA- remote – can work from anywhere in the US

PERMANENT CONTRACT: Full time 5 days per week

REPORTING TO: President – USA

THE ROLE

We are looking for a creative and experienced Growth Hacker to generate inbound leads from our ideal client profiles through multiple channels using a coordinated analytics based strategy.

Our Growth Marketer will also be the main point of liaison for Sova' global growth team based in the UK and will be boots on the ground in the US, responsible for scaling content and marketing distribution in the USA.

Our Growth Marketer will be responsible for thinking, conceptualizing and executing tasks with the objective of increasing our top line growth (accounts & revenue) in the US and working with our in-house experts to manage their content generation and an editorial calendar.

The person

We're an ambitious, successful business that's growing fast, with investment to fuel and scale the marketing team, so you'll be joining at an exciting time.

- Proven track record in demand generation in the B2B enterprise software space or a complex technical market with longer sales cycles.
- Highly quantitative with strong numerical and analytical skills to measure activity and drive performance.
- Demonstrable success delivering earned (SEO/SEM, website, email), paid (PPC, event sponsorships, social), owned channels (web, webinar, podcast) demand generation programs.
- Ability to work at a strategic level and tactically on marketing projects and campaigns.

- Ability to think outside the box and identify growth opportunities beyond the tried and tested.

Key Responsibilities

- Take full responsibility for the acquisition, retention and reactivation of prospects or customers by devising, implementing, and managing a range of data-led acquisition strategies (ABM for example).
- Develop and implement prospect facing tools such as custom landing pages, demos, ads...
- Create new content tailored to specific audiences' interests and behaviors in order to prompt engagement with a product or a service
- Test and optimize marketing tactics for customer acquisition (e.g., online advertising, direct mail, partnerships, syndication) and conversion rate optimization
- Maintain thorough understanding of the market landscape (key decision periods, competitor battle cards...)
- Coordinate the execution of physical offline growth activities (e.g., customer events, tradeshows, round tables...)
- Own, prioritize, and design local online growth experiments, including but not limited to paid media, SEO, referral, CRO, CRM, and content.
- Manage, optimize, and report on local marketing budgets, alongside the Global Director of Growth

- Develop strategies for increasing awareness of a brand or product through strategic channel partnerships with other companies
- Be the digital marketing ambassador for the US, helping to upskill colleagues (in particular, Sales team, SMEs and Regional Leads) and get them engaged and involved with Sova's digital presence – particularly in terms of using new tools (e.g., navattic), designing automated workflows, or planning communications in and around events.

To arrange an exploratory conversation, please send your resume to chris.watkins@sovaassessment.com