

POSITION: Integrated Marketing Manager

GuideSpark is fundamentally changing the way companies communicate with their employees and affecting millions of people, every day. Our fast-paced, entrepreneurial culture is growing, and we are looking for great people to join our team!

COMPANY DESCRIPTION:

GuideSpark is the leader in change communications guiding over 1,000 enterprise customers to communicate effectively with their employees and achieve desired business outcomes. Our GuideSpark Communicate Cloud® software enables you to orchestrate data-driven communication experiences that cut through the noise to reach and engage employees and ultimately drive program success.

ABOUT GUIDESPARK'S GTM TEAM:

The Go-To-Market team at GuideSpark is responsible for driving company revenue, selling to net new prospects in the USA and back into our existing installed base. We market and sell our SaaS application to enterprise companies across many different industries.

Together Marketers and Sales Representatives roll up their sleeves and tackle the employee communications marketplace: researching the competition, understanding customers needs, building out territory plans and target buyer personas, crafting compelling messaging and running lead generation campaigns. We are a well-knit, energetic team, looking to do great things in 2021!

ABOUT YOU:

You are keenly interested in moving the needle on prospects, finding the perfect wording to persuade someone to checkout GuideSpark and our product offerings. You are comfortable with marketing automation tools and building out a comprehensive marketing campaign that is designed to move prospects from awareness to consideration and purchase. You have a deep knowledge of best practices for digital marketing and pulling together campaigns that encompass multiple platforms, think LinkedIn, the GuideSpark website, and a Marketo email campaign. You back up strategic insights with market evidence and then use that knowledge to drive the development of messaging and content creation that resonates with buyers and empowers our sales channels. You don't shy away from diving into customer conversations and gathering information about both successes and challenges that they have had.

JOB DETAILS:

We are looking for someone to help us build our brand, tell our story, and connect with buyers. This role includes content marketing, marketing programs, and driving brand awareness. You will be responsible for lead generation and top of funnel programs building out email campaigns, social

media campaigns, working with Sales to deliver ABM campaigns, and helping to drive qualified leads into the sales pipeline. Using your experience in B2B marketing and your understanding of our customer base and targeted personas, you will drive development of external content including webinars, website messaging, and whitepapers targeted at customers and prospects. Your focus is to help craft a powerful story around our products and value proposition to drive new customer acquisition and existing customer retention.

RESPONSIBILITIES:

- Develop and implement the content marketing strategy. Employ content to engage target audiences throughout the customer lifecycle.
- Own the content calendar and work cross-functionally to get content developed, from thought leadership to sales enablement assets. Write and edit content as needed.
- Determine content distribution and amplification plans for social media, website, and sales engagements.
- Manage and evolve GuideSpark's social media strategy. Develop strategies and create posts leading to traffic and engagement with our target audiences.
- Develop marketing programs aligned to customer acquisition and revenue goals, including brand awareness, ABM, competitive, upsell and cross-sell. Create program briefs outlining objectives and approaches. Coordinate programs with demand generation and Sales development teams.
- Actively supervise all campaign analytics, track program results, measure program success, and build appropriate reports to communicate results back to the team with recommended actions for optimization.

Requirements:

- Bachelor's Degree or equivalent experience.
- 4+ years of work experience.
- Experience in B2B software/SaaS marketing.
- Experience owning end-to-end execution of marketing programs and campaigns.
- Strong critical thinker who can evaluate situations and identify creative approaches to achieve objectives.
- Experience writing and creating content.
- Familiarity with social media platforms and tools and experience using them to build and engage an audience.
- Outstanding verbal and written communication skills.
- Ability to be flexible and adapt quickly in a fast-paced, start-up environment.

- Energetic and pro-active: a self-starter who can work independently and collaborate cross-functionally to achieve a common objective.
- Proficiency in Marketo and Google Analytics/Optimize
- Comfortable using collaboration and CRM tools such as Zoom, Slack and Salesforce
- Experience working in HR Communications, Employee Communications or Employee Engagement spaces, a plus.
- Experience working with creative agencies, a plus.
- Desire to do all the above while developing professionally and being part of a team that likes to have fun while working hard together.

GuideSpark is an E-Verify and Equal Opportunity Employer