

MergerWare

<https://www.mergerware.com/jobs/marketing-manager/>

Marketing Manager

Description

At MergerWare, we are seeking to hire a marketing manager who will own and drive all areas of lead and demand generation with the goal of generating high-quality marketing qualified leads for the sales teams to engage with on a consistent basis. The selected candidate will have to be well versed with all lead generation channels, including email, SEO, PPC, social media, etc. The candidate will also be expected to evaluate and on board emerging channels of communicating with prospects with a view to meet and scale aggressive lead generation targets.

Responsibilities

Email Marketing:

- Own and manage the email marketing program, including process ownership and optimization, lead database hygiene, campaign implementation, and reporting, with the goal of driving more marketing qualified leads
- Optimize marketing automation and lead nurturing processes through email, social, and other inbound and outbound channels
- Manage the lead database to improve global marketing and targeting capabilities through data set cleansing, standardization and expansion
- Establish and implement Account-Based Marketing strategies across prospects and existing customers

Online Marketing:

- In charge of attracting site traffic through Search Engine Optimization, converting that traffic into new leads for the business, and nurturing to close those leads into customers
- Planning Web, SEO/SEM, email, social media, Google Adwords, display advertising, and retargeting campaigns
- Collaborate with internal teams to create web landing pages and optimize the user experience to continuously generate visitor conversions

Trade Shows & Webinars:

- Work with internal stakeholders to establish the process, coordinate, organize and drive webinars to draw more leads
- Evaluate and drive trade show participation to optimize lead generation through the channel

Reporting & Analytics:

- Establish closed-loop analytics with sales to understand how inbound and outbound marketing activity turn into customers, and continually refine the process.

Hiring organization

MergerWare

Employment Type

Full time

Job Location

560066, Bengaluru / Boston, India

Date posted

July 15, 2019

- Responsibility for budgetary planning and control of digital marketing
- Manage all reporting, ROI, pre- and post-event marketing operations for trade show, seminar, and other field marketing initiatives
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Evaluate emerging technologies. Provide thought leadership and perspectives for adoption where appropriate

Qualifications

- 3-5 years of demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Post-graduation degree, preferably an MBA
- Strong communication and analytical skills, and data-driven thinking
- Must have strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Experience in utilizing marketing automation tools to optimize the overall marketing funnel to deliver marketing-qualified leads
- Experience with A/B and multivariate experiments
- Working knowledge of website analytics tools (e.g., Google Analytics, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Strong understanding of current online marketing concepts, strategy and best practices.