



WHITEPAPER: A Marketer's Guide to Strategic Job Descriptions



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EXECUTIVE SUMMARY

At the core of any organization's success are its people. By leveraging each team member's unique talents and contributions in an environment that values individuals, teams and collaboration, an organization is able to achieve its goals. Business leaders who build successful companies understand that the critical factor for growth is attracting and engaging the right people.

A critical first step in attracting the right people to be interested in opportunities is to craft a compelling and clear job description. This strategic document is key to pointing directly at qualified candidates. In our over 20 years in recruiting, we have experienced the impact of clear job descriptions in the success of recruiting process. Our job descriptions are clear, concise, realistic and understandable. For us, a job description is a strategic marketing asset to attract the right interest for each role. A candidate should easily be able to understand the title, location, the purpose of the role, primary tasks, and key requirements when quickly scanning through the job description.

This whitepaper aims to outline the importance of job descriptions, why they pave the way to a company's success, and provide a useful guide of job descriptions for marketing organizations. Providing a focused job description template and sample job descriptions for each major marketing function, our goal is to help marketing teams and companies attract and hire the right people to achieve goals.

ABOUT STAGE 4 SOLUTIONS, INC.

Stage 4 Solutions, Inc. is an award-winning, women-owned and minority-owned consulting and interim staffing firm headquartered in Saratoga, CA, with a presence in over 25 states and offices in Boston, MA; Colts Neck, NJ and Harrisburg, PA. We specialize in serving high tech companies, government agencies and healthcare organizations by providing seasoned professionals for both short term and long term needs across marketing, technology and operations teams.

We bring together the right people, processes and skills to help organizations achieve their performance objectives and meet diversity goals. With a 19-year track record of creating success – we deliver multiple qualified candidates for client review within days and our placement success rate exceeds 99%.

We have served over a 100 organizations and have achieved 100% client referenceability.

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THE STRATEGIC IMPORTANCE OF TALENT

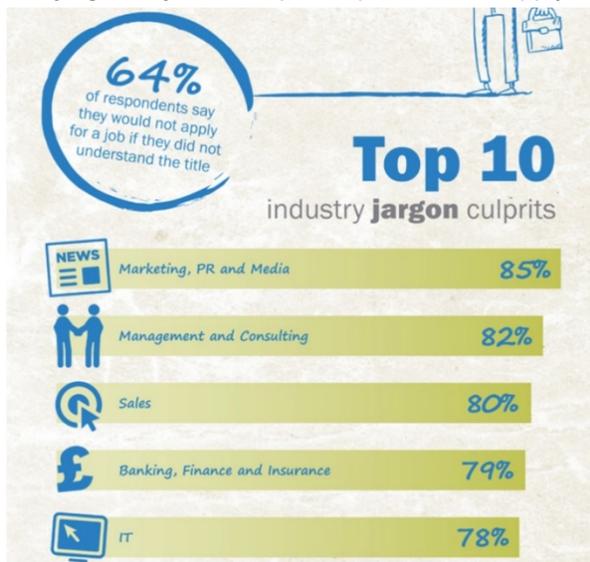
It is an irrefutable fact that the success of teams, organizations and companies rests completely on people – people working together to build products, market, sell and support customers. Without the right people in the right teams, no company would achieve its goals.

Attracting the "right" team members involves a multitude of factors – a strong employer brand, a positive culture, robust recruiting processes, and strong recruiters who can engage with potential candidates. At the heart of the recruiting process is a key strategic document – the job description. However, for many hiring managers and talent acquisition leaders, the job description is more of an "afterthought." It is pieced together quickly – typically from previous job descriptions – and either is too broad or too detailed in the articulation of the job responsibilities and requirements. Often, job descriptions are written in a way that no candidate would qualify for the role or be interested in the set of responsibilities.

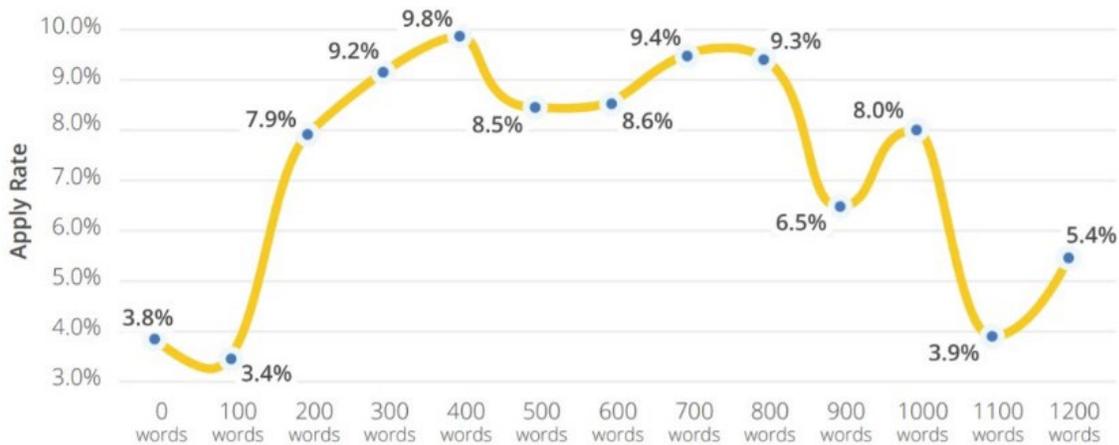
In our over 20 years of recruiting for contract roles and full-time employee roles, we have learned that the job description is a strategic document that determines the overall success and efficiency of the recruiting efforts. We see the Job Description as a marketing document that is the first step in attracting the broadest pool of qualified and interested candidates, who we can then engage with and articulate the details of the role, the organization's culture and how the job would be a great next step in the candidate's career. We strive to make our job descriptions clear, concise, realistic and understandable. For us, a job description is not a simple document to list every single attribute or task, but it's rather a strategic marketing asset to attract the right interest for each role.

An effective job description should be easy to comprehend, concise and contain specific details to allow candidates to understand the role and assess their qualifications and interest in the role. Since our founding in 2001, we have reviewed and written thousands of job descriptions and it is fair to say that more than 95% of the time, job descriptions are too detailed, too long, and too broad documents that list all responsibilities and all desired skills and requirements. Often, job descriptions are created based on a one-size-fits-all template, a generalized version of a role written from a company viewpoint. This approach fails to grab the attention of qualified individuals, especially passive job seekers. The candidate should easily be able to understand the title, location, the purpose of the role, primary tasks, and key requirements while quickly scanning the job description.

Monster's [survey](#) of 2,030 candidates revealed interesting facts on the importance of precise job descriptions. 64% said they wouldn't respond to a job description if the title wasn't clear enough, 57% said that jargon in job descriptions put them off applying for a role, and 23% complained about spelling mistakes in job descriptions, particularly when ads specify "attention to detail" as a requirement. Interestingly, Monster named Marketing, Consulting, Sales, Finance and IT as top 5 jargon culprits.



Another research study conducted by [Appcast](#) showed the impact of job descriptions on the click-to-apply (CTA) ratio. CTA measures the number of candidates viewing a job description who complete a job application. Analyzing 3.7 million job applications, the study uncovered precise job descriptions containing the right length (300 to a maximum of 800 words) achieved CTA rates up to 5 times higher than shorter or longer job descriptions. Additionally, the study found removing nice-to-have, optional requirements could boost conversion rates by up to 365%.



Source: Appcast

WHAT MAKES AN EFFECTIVE JOB DESCRIPTION?

At Stage 4 Solutions, we use our understanding of a client's culture, team structure and the gap that needs to be filled to create our own strategic job descriptions. Having a clear job description is the first step in the process to bringing well qualified, interested candidates to our clients, quickly. Our job descriptions are approximately half a page to maximum one page in length. We think of the job description as an articulation of the "Minimum Qualified Candidate" (somewhat like how Product teams think of "Minimum Viable Products" - MVP). We want the job description to list out the key responsibilities and the true key requirements in order to be successful in the role. We read the draft job description from the eyes of target candidates, and we check for and adjust client-specific terminology or jargon that is not understandable to target candidates.

When creating a job description, it is easy to want to describe every responsibility of the role, and a "wish list" of all the qualifications that would be "nice." But, this approach yields a long, complicated document, and the true needs are lost. In job descriptions, it is important to focus only on the must-haves and stay on context, mentioning key stakeholders, core responsibilities and mandatory requirements.



STAGE 4 SOLUTIONS JOB DESCRIPTION TEMPLATE

We have created the below template for focused job descriptions. There are 4 sections to the job description: Company Description, Job Summary, Responsibilities and Requirements. See details below:

Job Title and Location

Company:

This section should be a short paragraph (2-3 sentences) summarizing the company; what the company does, the company's mission, values, critical attributes about the culture and work environment, benefits package. Think about what a potential new hire would like to know.

Role:

This section is to describe the role and responsibilities in 3-4 sentences. Describe the key outcomes of the role, stakeholders and partners, and key skills required.

Responsibilities:

This section should focus on the articulation of the core 70% - 80% of responsibilities, clearly list 6 to 10 primary responsibilities, leaving out smaller tasks included in the role. Think about how this team member would be measured in a performance evaluation to force focus on what is most important.

Requirements:

This section should include the "must-have" experiences, system knowledge and education to be successful in the role. Focus on the mandatory requirements only – the requirements that play a crucial role in evaluating candidates. Include the systems, software, or regulations the person should know. Avoid generic statements such as "works well with people." This is not a requirement that is "role-specific," but rather, it is a generic requirement every professional needs to possess. But, include personality traits that may be unique to your environment, for example, "works well in a very fast-paced environment," if the environment is very fast-paced.

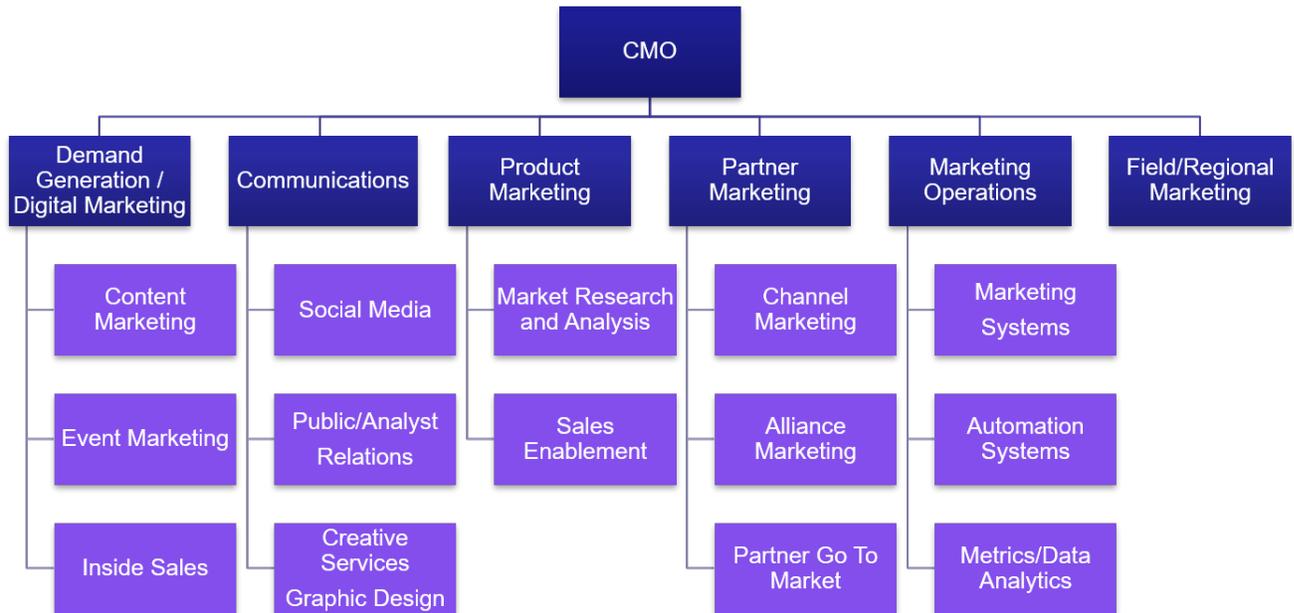
OPTIONAL

Provide additional information or specific instructions on how to apply for the role if applicable.

SAMPLE MARKETING ORGANIZATION JOB DESCRIPTIONS

Marketing organizations have evolved from qualitative brand focused groups to quantitative revenue generation teams. Today's marketing leaders are tech-savvy, data-driven enablers who drive top and bottom-line growth. With such objectives, marketing teams require specific skills to manage and scale initiatives. We support each team within a marketing organization with professionals who have the right experiences, technology skills and cultural fit to meet the team's goals. Since 2001, we have successfully filled thousands of gaps in marketing teams. Drawing from our database of marketing job descriptions, we have created sample job description templates for each major marketing function. These templates may be useful to you as you craft job descriptions for your organizations and teams.

MARKETING ORGANIZATION



LIST OF JOB DESCRIPTION TEMPLATES

Demand Generation/Digital Marketing Manager

Content Marketing Manager

Event Marketing Manager

Inside Sales Associate

Communications Manager

Social Media Marketing Manager

PR/Analyst Relations Manager

Creative Services/Graphic Design

Product Marketing Manager

Market Research Analyst

Sales Enablement Manager

Partner Marketing Manager

Channel Marketing Manager

Alliance Marketing Manager

Partner Go To Market Manager

Marketing Operations Manager

Marketing Systems Manager

Marketing Automation System Admin

Metrics/Data Analyst

Field/Regional Marketing Manager

DEMAND GENERATION/DIGITAL MARKETING MANAGER

Title - Location: (Seniority Level) Demand Generation Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The Demand Generation Manager will manage the development of strategy and execution of integrated demand generation campaigns. The goal of the campaigns is to generate MQLs for the company. Key integration demand generation programs include content syndication, email campaigns, webinars, and paid social media campaigns. This role will partner with brand, marketing operations, product marketing and sales teams.

Responsibilities:

- Understand target markets, solution/product offering and competition
- Design and execute the overall integrated demand generation strategy for revenue creation campaigns, including content syndication programs, email campaigns, webinars and paid social media campaigns
- Own metrics and reporting, analyze results to adjust strategy and improve ROI of marketing activities
- Work closely with other stakeholders to identify and develop content and sales tools (print, web, multimedia, etc.) to support email campaigns

Requirements:

- X years of demand generation experience in a specific industry or type of company
- Experience with targeting, segmenting and profiling of prospects and customers
- Demonstrated proficiency with multiple demand generation campaigns – content syndication, email, webinars, social campaigns
- Prior experience with a marketing automation system (Hubspot, Eloqua, Marketo, etc.) and CRM system (Salesforce)
- Strong analytical skills, and proven track record in making data-driven decisions to continually optimize performance and determine future investments
- Bachelors degree

CONTENT MARKETING MANAGER

Title - Location: (Seniority Level) Content Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to develop and implement the content marketing strategy by working with Subject Matter Experts, external vendors and other content creators - ensuring the right content is created and appropriately distributed across communications channels for the right audiences at the right point in the buyers' journey. The content to be implemented includes, but is not limited to: customer success stories, presentations, product collateral, videos, white papers, ebooks, social media content, blog articles, and videos.

Responsibilities:

- Working with stakeholders, build and implement content strategy to engage and convert key customer segments
- Define audiences, buyer's journey, appropriate messages and relevant content required across the entire strategy
- Manage content creation; datasheets, whitepapers, web copy, case studies, customer presentations, infographics, videos, podcasts, and other media

- Ascertain the right media outlets/communications vehicles for the appropriate content to reach the appropriate audiences
- Work across multiple target audiences and continuously extract the trends, topics and content themes that will help engage decision makers and influencers
- Manage an editorial calendar based on strategic goals, key markets, business priorities and events and publish content to a variety of channels

Requirements:

- X years of content marketing experience in a specific industry or type of company
- Strong writing and content creation skills
- Solid track record of developing and executing content strategies across multiple channels
- Experience with marketing automation tools (Hubspot, Marketo, etc.) and content marketing platforms (Kapoost), preferred
- Ability to translate complex concepts into business-oriented value propositions
- Bachelors degree

EVENT MARKETING MANAGER

Job Title - Location: (Seniority Level) Event Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to strategize, plan and execute multiple events (industry trade shows, conferences, corporate events and others) from planning to post-event activities and ensure seamless project management across cross functional teams. Budget reporting and metrics analysis must be created for each event. This role will require 50% travel in the US to manage events, onsite.

Responsibilities:

- Define and manage events calendar - corporate tradeshows, regional seminars, customer engagement events and webinars
- Manage all aspects of virtual and in-person event planning and coordination, including planning and executing the lead gen strategy, creation of digital and print marketing materials, event messaging, vendor relations, travel, registration, onsite set-up and dismantle
- Oversee the promotion of events on social media, email and other channels
- Ensure event leads are collected for each event and imported into databases in a timely manner
- Develop the budget and lead all aspects of measuring and analyzing ROI, resource investment and prioritization
- Track event results and metrics to measure success and investment, optimizing events as needed

Requirements:

- X years of event marketing experience in a specific industry or type of company
- Strong project management skills and extreme attention to detail
- Proven track record of successfully planning and executing events
- Experience with marketing automation tools (Hubspot, Marketo, etc.) and CRM platforms (Salesforce, Zoho, etc.)
- Bachelors degree

INSIDE SALES ASSOCIATE

Job Title - Location: (Seniority Level) Inside Sales Associate – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to assist and support the marketing and sales teams in selling the company's products and services. Researching and calling lists of prospective customers to establish meetings with sales team members is the key responsibility of this role.

Responsibilities:

- Understand the company's products, value propositions, key benefits and target prospects
- Make phone calls to prospects and help the sales team strategize and assess customer's needs and pass opportunities to relevant teams
- Ensure all activities are recorded in company's CRM platform, Salesforce; including prospective deals and orders
- Deliver a positive customer experience while improving revenue and margin generation in support of the sales team

Requirements:

- X years of inside sales experience in a specific industry or type of company
- Experience with CRM platforms (Salesforce, Zoho, etc.) and Microsoft Office programs
- Excellent verbal (phone) and written communication skills
- Proven track record of successfully executing inside sales programs
- Passionate about sales – hungry to achieve goals; persistent and positive attitude
- Bachelors degree

COMMUNICATIONS MANAGER

Job Title - Location: (Seniority Level) Communications Manager– Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to expand overall marketing efforts to increase brand awareness and create demand for the company's services/products by leading the creation and distribution of content. Work will include working with Subject Matter Experts to create and edit marketing content such as the following: web content, blogs, media articles, presentations.

Responsibilities:

- Oversee and create a comprehensive communications strategy that enhances the company brand
- Identify target audiences and sources to build and expand awareness
- Work cross-functionally to define content needs and oversee content database
- Work with stakeholders and external vendors on content creation and editing
- Manage vendor contracts and procurement process

Requirements:

- X years of marketing communications experience in a specific industry or type of company
- Must be process-oriented to manage multiple projects, teams and vendors
- Exceptional communications, writing and presentation skills
- Experience with Content Management Systems such as Kapost
- Bachelors degree

SOCIAL MEDIA MARKETING MANAGER

Job Title - Location: (Seniority Level) Social Media Marketing Manager– Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to plan, execute and measure the success of social media programs and campaigns that drive awareness and engagement with target audiences. The Social Media Marketing Manager will create and schedule social media posts that drive compelling digital conversations with followers and influencers, and drive lead generation through social channels.

Responsibilities:

- Develop, implement and execute social media strategy and plan to deliver social metrics with business impact
- Manage the overall social media editorial calendar and curate and publish content daily
- Monitor conversations across social media and address important mentions in real-time through engagement, escalation, or documentation
- Produce regular reports on competitive analysis, audience growth, engagement and trends
- Identify and evaluate emerging social channels, features, applications, platforms, tools and strategies
- Work with designers to ensure graphic content is engaging and appealing

Requirements:

- X years of social media marketing experience in a specific industry or type of company
- Experience managing social media platforms including LinkedIn, Twitter, Facebook, and YouTube
- Proficiency with social media management platforms and social listening tools
- Ability to understand data and make data-driven decision
- Strong copywriting skills and photo/video editing experience
- Bachelors degree

PR/ANALYST RELATIONS MANAGER

Job Title - Location: (Seniority Level) PR/Analyst Relations Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to define and manage both the strategic and tactical elements of the analyst relations programs and PR activities. The position will work with internal stakeholders to assure that both short and long term planning is supported, and an outside in market perspective is driven throughout the company. Additionally, this work will include managing development of analyst content and ensure it is leveraged across marketing programs.

Responsibilities:

- Work with stakeholders and define analyst relations and PR program strategy
- Develop relationships with selected analysts to support strategic goals by articulating the company strategies and roadmaps
- Ensure that analyst content is developed for and leveraged in digital and social marketing efforts
- Provide direction and content for annual analyst conference & events, strategic consulting sessions, and analyst communications
- Manage scheduling of analysts' meetings
- Manage multiple PR agencies; execute PR responsibilities
- Aid in social media efforts to amplify coverage received from PR and analyst activities and reports

Requirements:

- X years of PR/analyst relations experience in a specific industry or type of company
- Experience managing PR agencies; setting PR strategies and execution
- Experience working with industry analysts at Gartner, Forrester, and smaller analyst firms
- Experience working and communicating closely with senior executive level teams
- Bachelors degree, MBA preferred

CREATIVE SERVICES/GRAPHIC DESIGNER

Job Title - Location: (Seniority Level) Graphic Designer – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to ideate, create, design and deliver marketing materials (web pages, emails, video assets, banner, presentation graphics, event assets and other interactive content) from concept through production. The Graphic Designer will support needs across the marketing team.

Responsibilities:

- Create digital marketing content, graphics, videos, animation for social media, web, digital marketing materials from concept to complete production
- Work on corporate/field marketing materials, event assets, brand materials and presentations
- Employ design concepts, including layout, composition, typography, color in each graphic project assigned
- Take projects from concept to completion with accuracy and excellent follow-through

Requirements:

- X years of graphic design experience in a specific industry or type of company
- Strong visually impactful storyteller and creative thinker
- Proven experience using Adobe Acrobat Pro, PowerPoint, HTML, Photoshop
- Experience with video and animation creation and editing
- Ability to work simultaneously on multiple projects with short timelines, ensuring that deliverables are completed on time, on budget, and at the highest quality level
- Bachelors degree

PRODUCT MARKETING MANAGER

Job Title - Location: (Seniority Level) Product Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to communicate the products' positioning and benefits to target customers and to support sales efforts in driving revenue. The Product Marketing Manager will first understand products, competitive landscape, technologies, target customers and their needs and then create messaging/positioning for the product and develop a variety of marketing/sales enablement content, such as web content, datasheets, whitepapers, blogs, presentations and ROI calculators.

Responsibilities:

- Understand target customer needs and competitive landscape
- Define messaging, value propositions for each product and each target customer segment
- Develop a wide range of marketing content such as product web pages, datasheets, technical white papers, social content for target buyers
- Support sales teams with content, customer presentations and event participation

Requirements:

- X years of product marketing experience in a specific industry or type of company, developing marketing materials and sales enablement tools
- Solid writing and editing skills
- Capable of working independently as well as collaborating with cross-functional teams
- Excellent organization and project management skills
- Bachelors degree

MARKET RESEARCH ANALYST

Job Title - Location: (Seniority Level) Market Research Analyst – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to provide an "outside in" perspective to the company by understanding and collecting customer data, competitors and the broader marketplace, and consolidating the information into actionable items and reports. The Market Research Analyst will lead target customer research studies to ascertain positioning/advantages for the product/solution versus competitive offerings, analyze results and provide recommendations for enhanced positioning and sales tools.

Responsibilities:

- Understand the product's positioning and features and the competitive landscape
- Review, summarize and disseminate secondary market research
- Maintain market research company portal for all stakeholder use
- Develop and conduct primary market research: Conduct target customer interviews, summarize interview results, key takeaways, learnings and present to the stakeholders

Requirements:

- X years of market research experience in a specific industry or type of company
- Previous experience managing and conducting strategic customer interviews
- Good project organization skills
- Great team player with ability to get work done independently
- Bachelors degree

SALES ENABLEMENT MANAGER

Job Title - Location: (Seniority Level) Sales Enablement Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to develop learning materials, content, and resources to support sales teams throughout the sales cycle. The Sales Enablement Manager will work closely with the sales teams to understand needs to accelerate sales, and with product marketing, product management and others in the organization to develop the right tools. Additionally, this role will provide sales training.

Responsibilities:

- Support product launches working closely with sales and marketing
- Lead the creation and deployment of training, content, sales messaging, processes, and tools to support sales teams
- Support the selling process at all stages, from lead generation through win/loss analysis
- Manage and coordinate multiple sales enablement programs and sales training efforts

Requirements:

- X years of sales enablement experience in a specific industry or type of company
- Knowledge of best practices, sales methodologies, sales process, and buyer's journey alignment
- Proven experience with development of sales enablement content
- Strong presenter
- Excellent organization and project management skills
- Bachelors degree

PARTNER MARKETING MANAGER

Job Title - Location: (Seniority Level) Partner Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to lead relationships with partners and plan and execute sell-to and sell-through marketing programs. The Partner Marketing Manager will create partner programs across the sales cycle from customer acquisition, events, digital marketing, social and communication. This role will work closely with the partner sales team and other marketing teams to ensure sales success.

Responsibilities:

- Understand the partner landscape and the different needs and levels of partners
- Serve as a key member of the marketing team in helping to execute the overall joint go-to-market strategy with partners
- Work with the business development/sales teams to engage each partner's field sales organizations, channels and end customers to create and drive revenue opportunities
- Ensure that there is a strategic business development plan for target markets and in line with the company's strategic direction. This includes the creation of detailed business plans to track partner progress and achievement to goals.

Requirements:

- X years of partner marketing experience in a specific industry or type of company
- Experience with go to market with technology partners with a focus on marketing/sales activities
- Experience working with distributors, resellers, VARs and technology partners
- Strong project and task-management skills
- Bachelors degree

CHANNEL MARKETING MANAGER

Job Title - Location: (Seniority Level) Channel Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to lead product launches and demand generation programs for channel partners. This position will create channel partners' value proposition and messaging and foster partner activation through communications.

Responsibilities:

- Build channel marketing programs in support of the overall strategic marketing plan
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Articulate channel messaging and value propositions
- Work continuously to improve demand through and with partners

- Partner with creative teams, other internal stakeholders outside of marketing, regional teams, and external marketing agencies and vendors
- Manage programs' results reporting dashboard; analyze across various campaigns, segments, solutions and channels to share insight and optimization recommendations

Requirements:

- X years of channel marketing experience in a specific industry or type of company
- Experience with partner-focused demand generation program strategy and execution
- Understanding of channel partners and their needs
- Strong attention to detail, with organization and planning skills
- Proficiency with Microsoft Outlook, Word, Excel and PowerPoint
- Bachelors degree

ALLIANCE MARKETING MANAGER

Job Title - Location: (Seniority Level) Alliance Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to work closely with assigned strategic technology partners and maximize the sales of joint solutions through planning and execution of joint marketing programs such as events, webinars, email campaigns, channel marketing, sales enablement. Responsibilities will require working cross-functionally in the company and in the partner organization.

Responsibilities:

- Plan, develop and execute alliance marketing and sales activities such as events, seminars/webinars, social media campaigns, joint PR, joint channel engagement, sales tools and website content
- Follow programs through to completion by monitoring follow up of leads and completing post-program ROI analysis
- Identify gaps in partnership materials, sales processes and make proactive suggestions for improvement
- Create marketing materials for customers, sales teams, and partners to promote the value of the joint solution
- Sales enablement - field and channel; management of joint sales activities

Requirements:

- X years of alliance marketing experience in a specific industry or type of company
- Experience working with global technology partners
- Management and development of alliance marketing activities in support of sales goals
- Experience with creation of marketing materials
- Work experience teaming with product development, sales and marketing groups to include partners in joint programs
- Bachelors degree

PARTNER GO TO MARKET MANAGER

Job Title - Location: (Seniority Level) Partner Go To Market Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to develop, plan and execute partner go-to-market activities, including sales enablement and marketing programs working with cross functional teams. The Partner Go To Market

Manager will be the key point of contact to answer partners' questions, provide training and ensure success of programs.

Responsibilities:

- Define partner program go-to-market plan, value propositions, and terms and conditions
- Oversee the development of partner program content, including pitch decks, collateral, and web content
- Organize and lead program team and partner meetings
- Follow programs through to completion by monitoring follow up of leads and completing post-program ROI analysis
- Manage plan to ensure timely and consistent delivery of activities and deliverables via project teams and marketing activities and functions
- Create and distribute multi-level communication and status reports

Requirements:

- X years of partner management experience in a specific industry or type of company
- Prior experience developing and executing partner go-to-market activities, including marketing strategy, demand generation and sales enablement
- Experience leading operational and strategic initiatives collaborating with cross-functional teams
- Bachelors degree

MARKETING OPERATIONS MANAGER

Job Title - Location: (Seniority Level) Marketing Operations Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to build, maintain and optimize the marketing technology stack. This includes the company's web technologies, marketing automation platform, ABM platform, marketing analytics, and marketing tools. The Marketing Operations Manager will ensure the right technology is in place and leveraged by the marketing organization to drive brand, engagement and revenue.

Responsibilities:

- Oversee the planning and implementation of new marketing systems based on business needs.
- Own the integration and maintenance of marketing software and infrastructure
- Be the liaison between marketing and operations/information technology departments
- Analyze, and optimize marketing systems and processes and promote efficiencies
- Create documentation of marketing software processes and infrastructure
- Oversee and create training and support programs

Requirements:

- X years of marketing operations experience in a specific industry or type of company
- Previous experience planning and implementing marketing systems
- Extensive experience in working with sales, sales operations, marketing, and IT teams in developing and implementing processes, business requirements, and systems
- Strong project management skills
- Bachelors degree

MARKETING SYSTEMS MANAGER

Job Title - Location: (Seniority Level) Marketing Systems Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to own the day-to-day operations of marketing processes and workflows across marketing systems. This position will be responsible for the creation of scalable processes that ensure best practices and operational efficiencies in lead nurturing, database and lead data management and performance analysis.

Responsibilities:

- Manage technical aspects of various sales and marketing systems (such as marketing automation, CRM, advertising, content marketing, email marketing, asset management, social media management, etc.) and the integrations between these applications
- Establish and maintain scalable processes to ensure best practices in campaigns
- Analyze systems' data to develop insights and make recommendations on areas for optimization
- Monitor and manage data quality within the systems
- Evaluate new technologies and recommend new applications to improve efficiency and effectiveness of marketing operations

Requirements:

- X years of marketing systems management experience in a specific industry or type of company
- Previous experience implementing, integrating and optimizing various marketing systems and processes
- Strong project management skills
- Strong analytical skills
- Bachelors degree

MARKETING AUTOMATION SYSTEM ADMIN

Job Title - Location: (Seniority Level) Marketo Admin – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to manage execution and reporting of demand generation programs within the marketing automation (Marketo) and linkages to the CRM system (Salesforce). This role supports the demand generation and field marketing teams.

Responsibilities:

- Directly manage the design, development, execution and measurement of demand generation and lead nurturing programs
- Work closely with field marketing and sales to gather requirements and execute programs within marketing automation and CRM systems
- Actively manage the flow of leads through the lead lifecycle (capture, nurture, score, distribute, close) in marketing automation and CRM systems
- Work with regional marketing teams in capturing leads from across all marketing activities (digital, local events, tradeshow, etc.) and loading in to marketing automation
- Monitor and provide ongoing optimization support for lead qualification thresholds (lead scoring and distribution)
- Manage and distribute program reporting to all key stakeholders; analyze performance data with the goal of making improvement recommendations.

Requirements:

- X years of marketing operations experience in a specific industry or type of company
- Experience with Marketing Automation and CRM systems
- Proven ability to build and manage a shared demand waterfall with sales utilizing Sirius Decisions methodologies
- Extensive experience in working with sales, sales operations, marketing, and IT teams in developing and implementing processes, business requirements, and systems
- Strong project management skills
- Bachelors degree

METRICS/DATA ANALYST

Job Title - Location: (Seniority Level) Metrics/Data Analyst – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to report on the results of marketing campaigns and programs. The focus will be on the collection of metrics, development of ROI analysis and insights to improve marketing results. This role will require working closely with marketing and sales teams to gather data and to understand demand generation programs. Systems to leverage include Excel, Tableau, the CRM system and the marketing automation system.

Responsibilities:

- Track metrics for demand generation programs – programs include events, partner programs and digital marketing campaigns.
- Leverage CRM system, the marketing automation system and other systems to track metrics and build reports. Measure performance of demand generation programs against program metrics
- Assess ROI of programs; impact on sales
- Collaborate with field marketing managers and corporate demand generation teams to report metrics, analysis and recommendations
- Present metrics results, ROI analysis and insights for program improvement to management team

Requirements:

- X years of marketing data analytics and quantitative experience in a specific industry or type of company
- Understanding of marketing programs and systems and desired results
- Experience employing CRM and Marketing Automation system data
- Proficiency in Excel and Tableau
- Strong presentation skills
- Bachelors degree

FIELD/REGIONAL MARKETING MANAGER

Job Title - Location: (Seniority Level) Field Marketing Manager – Location

Review of company's solutions, target markets, values, work environment and benefits offered.

The focus of this role is to create the regional field marketing strategy and its execution to generate leads for the sales team. This role will focus on planning, executing and reporting on field marketing events and digital demand generation activities (content syndication, webinars, social media, PPC/SEO). This role

will partner closely with sales and the rest of the marketing team to plan, execute and report on marketing activities. 25% travel required to events/marketing activities in the US.

Responsibilities:

- Develop and execute regional field marketing strategies to address desired market segments, working closely with the sales team and corporate marketing team
- Work closely with sales leadership, sales development and sales operations to build an end-to-end program to accelerate global sales across field channels, including events
- Lead and execute the events programs of tradeshow, conferences, field workshops, partner events
- Develop the budget and lead all aspects of measuring and analyzing ROI, resource investment and prioritization
- Work with the executive leadership team to establish and own program level KPIs

Requirements:

- X years of field marketing experience in a specific industry or type of company
- Experience planning and executing events with sales teams and partners
- Experience executing digital demand generation programs (content syndication, webinars, social platforms (LinkedIn, Facebook etc.) and understanding of PPC and SEO marketing
- Strong analytical problem-solving skills, project management, and written/oral communications skills, a positive attitude, extreme attention to details
- Experience working in a fast-paced and cross-functional organization
- 25% travel to US events/marketing activities
- Bachelors degree