

# Digital Marketing Manager



Phone :

Web :

**Job Summary**

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Vacancy :

Deadline : Aug 26, 2024

Published : Jul 26, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### **about Introhive**

Introhive is an AI-powered SaaS platform designed to help organizations realize the full value of their relationships and underutilized data across their business to increase revenues, employee productivity and to improve customer experience management.

We've grown a lot since we began our journey in 2012, but our core mission remains the same – help B2B organizations capture and deliver Customer Intelligence to teams, when and where it matters most to find, win, and grow more business.

Introhive is the fastest growing B2B customer intelligence platform, recognized as a category leader in sales intelligence and data quality management software by G2 Crowd, a top 10 fastest growing technology company in Deloitte's Fast 50 Awards three years in a row, and the MarTech 2020 Breakthrough Award winner for Best CRM Innovation.

Leading brands in Technology, Commercial Real Estate, Financial Services, Accounting, Legal and Consulting trust Introhive for sales enablement and relationship intelligence.

### **Responsibilities**

- Develop and execute digital marketing strategies aligned with company objectives, ensuring Introhive delivers on defined KPIs and goals.
- Own and manage marketing tech stack and support agency relationships to drive campaign performance, including Postal sending platform, Paid Advertising, Hubspot, Wordpress, and others.
  - Oversee website strategy as it relates to SEO, market positioning, overall site performance, website experience.
  - Support the implementation and delivery of our paid ad programs to generate pipeline growth and net new lead expansion
  - Manage, curate and deliver swag and gifts through our sending platform (Postal)
- Responsible for website audit and updates as well as creating new landing pages
- Collaborate with the Marketing Team to implement marketing campaigns and product launches across digital channels company targets.
- Support the Marketing team and work in collaboration with Sales Ops setting up reports, dashboards, or any other ad-hoc duties required to analyze and evaluate the effectiveness of all campaigns/ channels and identify opportunities to drive program efficiencies
  - Collect quantitative & qualitative data and produce KPI dashboards to summarize performance
- Support with Marketing team with ad hoc campaign tracking lead assignments, event lists management and tracking event success within CRM

### **Qualifications**

- 3-5 years experience in B2B digital marketing programmes and understanding of demand generation tactics for mid-market and Enterprise accounts.
- Experience building, optimizing, and scaling multi-channel (email, paid, SEO/SEM, events, etc.), upsell and cross-sell strategies.
- Email marketing, is a nice to have
- Strong analytical skills
- Analytical expertise to set measurable goals and evaluate digital programmes effectiveness.
- Be a high-performance team player who can influence and work cross-functionally
- Close attention to detail; the ability to prioritize, and excellent time management skills to deliver quality work for multiple assignments while meeting tight deadlines.
- Experience working with HubSpot, Unbounce, Salesforce, Wordpress, G-Suite, Asana, GA4, LinkedIn Campaign Manager, Google Ads and other marketing technologies.
- Experience with Looker Studio or other BI tools, is a plus
- Excellent verbal, presentation and written communication skills.
- Familiarity with HTML, CSS is a plus

### **Why Introhive?**

**We are one TEAM!** We attract the best and brightest and we empower them. We value each other and do what it takes to make each other successful. We treat our customers and partners the same way. We embrace the power of unity, diversity, and collaboration in all that we do.

### **Hiver Perks**

*Some Hiver Perks are available only to full time permanent employees of Introhive.*

Flexible Work Hours

- Remote or Hybrid Work Supported
- Unlimited Paid Time Off
- Health & Dental Benefits
- Retirement Plans
- Employee EAP
- Employee Resource Groups
- Mentorship Programs
- Continuing Education Programs
- Maternity/Parental Leave
- **A Chance to be Part of Something Great**
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**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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