



DIGITAL MARKETING SPECIALIST JOB DESCRIPTION

Location	West Coast, USA or Auckland, New Zealand
Manager's Title	Marketing Manager (based in Auckland)
Direct Reports	N/A

About Yabble

Yabble is a disruptive agile SAAS product that is changing the way data is created, analyzed, and used in the world of market research. Yabble is continuing to create the future of market research now with world leading AI insights tools that are at the cutting edge of the industry.

Founded by Kathryn Topp and Rachel O'Shea, together they've built Yabble into an emerging global business with talented, innovative, and driven team members that are taking the business forward with pace. In addition to a great team, the technology that Yabble has developed is ground-breaking for the Market Insights market and has the potential to crossover to disrupt other industries as well.

The USA is the world's largest market for data and insights and represents a significant opportunity for growth. You'll be joining a team that has big goals, beautiful products, the hunger to succeed and an organization that puts its people and customers first.

Primary Purpose of Role

As the Digital Marketing Specialist you'll form a critical part of the Marketing team. Working alongside the Marketing Manager you'll help to champion marketing within the entire organization.

Your key responsibilities will include creating and implementing email marketing funnels, tracking and analyzing key campaign performance metrics and optimizing our campaigns and content through data analysis. You will be creating global campaigns and ensuring our messaging and content works well across all our key markets including the USA, Australia and New Zealand.

You will also help support the Marketing Manager to ensure our agency partners are driving the leads we need to enable the sales team to reach their sales targets and constantly on the look at for ways to continue to build the sales pipeline.

You will work closely with our product and customer success teams to understand the product roadmap and ensure campaigns and content reflect accurately our product USPs; helping to create activities that fill up the funnel, convert and effectively launch new products and enhancements.

We are disrupting an industry and you'll help ensure the marketing team is armed with the right analytics to continually optimize our marketing tactics. You will also be working closely with agency partners to ensure all content and campaigns are on brand and on message.

Key Relationships	
Internal	<ul style="list-style-type: none"> • Marketing Team • Sales team • Customer Success team • Product team/Technical team
External	<ul style="list-style-type: none"> • Agency Partners • Brands / Users (as needed)

Key Responsibilities / Accountabilities:
<p>Be inquisitive, be proactive and help make things happen!</p> <p>We are on the look out for a rising digital marketing star, someone that can get stuck in and wants to put their stamp on Yabble's marketing. As a key part of Yabble's marketing team you will play a critical role helping to optimize and implement our digital marketing campaigns, email marketing funnels and social presence to ensure we attract the right customers and convert them.</p> <ol style="list-style-type: none"> <u>Marketing planning</u> <ul style="list-style-type: none"> • Help support the Marketing Manager develop the global marketing plans. • Provide key analysis from Hubspot, Google, Twitter and LinkedIn and other platforms/tools to help inform and build the marketing plan. • Stay on top of emerging digital marketing trends and competitor analysis. <u>Campaign delivery and performance</u> <ul style="list-style-type: none"> • Support the Marketing Manager and our agencies to create and deliver digital marketing campaigns to new and existing customers with a focus on email marketing funnels, website landing pages and social media content. • Own the social media planning, execution and evaluation working in collaboration with our agency partners. Key channels are LinkedIn and Twitter.

- Through data analysis identify opportunities for marketing to optimize campaigns, identify areas of growth and improvement.
- Lead the delivery and development of our webinar program and support where needed our tradeshow executions.
- Ensure weekly and monthly analytics are kept up to date and key insights shared with the broader team, as well as, ensuring close monitoring and optimization of our Hubspot CRM.
- Support the Marketing Manager where needed to optimize our agency relationships and outputs.

3. Sales & product support

- Create and update sales team collateral to ensure we're always up to date as products are launched.
- Work with the Customer Success team on communications for existing customers including via newsletters, Intercom and in product.
- Work with the Product team to ensure our branding is accurate and clearly communicates our value propositions within the product

4. Social and digital

- Be a Twitter, LinkedIn and Hubspot ninja.
- With the support of the Marketing Manager assist in developing our SEO plans and implementing them, focusing on digital content generation that leverages SEO best practice to ensure we are 'winning' in regard to our search engine placements.

Key Challenges in Achieving Goals

- As a start-up we need to be able to do more with less. This means you need to solve problems creatively and find ways to maximize resources and budgets.
- You will need to be comfortable moving things forward but also, with the support of the Marketing Manager, pivot if we see that the direction should change.
- We work with a strong agency team but there is an expectation that in addition to the support our agencies provide the marketing team create a large proportion of our content in-house.
- We work globally with the USA our major market. You need to appreciate cultural differences, think local in your execution and be comfortable working across different time zones.

Qualifications and Experience

Experience

- Minimum 2-4 years in a digital marketing role
- Successfully implemented digital marketing campaigns
- Be analytical – know how to analyse performance and suggest improvements
- Experience marketing SaaS products is preferred but isn't essential
- Must have worked with CRM systems, Hubspot is preferred
- Strong writing skills you'll need to craft newsletters, social posts and internal comms

- Experience working in a start-up or agency environment or can demonstrate ability to work in a fast paced, dynamic business with lean resources
- Strong communication and time management skills

Behavioural:

- Great communication skills
- Must be able to problem solve
- Outstanding work ethic with a real self starter approach
- Flexible to the changing needs of a growing tech business
- Passionate about digital marketing and helping to bring customers to Yabble
- Must want to work hard and have a great attitude

Benefits

- Competitive base salary and meaningful benefits (benefits will be dependent on the country of hire)

Find out more about us at www.yabble.com