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**Position Description**

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| **Position Title** | **Marketing Manager (1 year contract)** |
| **Business** | **Yabble** |
| **Location** | **West Coast of USA or Auckland, New Zealand** |
| **Manager’s Title** | **Chief Operating Officer and Co-founder, New Zealand** |
| **Direct Reports** | **Digital Marketing Specialist** |

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| **About Yabble** |
| Yabble is a disruptive agile SAAS product that is changing the way data is created, analysed, and used in the world of market research. Yabble is continuing to bring the future of research to the insights market with it’s cutting-edge and world leading AI insights tools from their native New Zealand and other global locations.  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 disruptive 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. |

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| **Primary Purpose of Role** |
| You’ll be championing the marketing team within the entire organization.  You will make sure that the strategic marketing planning happens and that the plans are implemented successfully and learnings fed back into the following year’s plans.  You will work with our internal teams and our agency partners to make sure we are driving the leads we need to enable the sales team to reach their sales targets.  You will work with our product and customer success teams to ensure that we are communicating properly about our product, ensuring the product roadmap is built into planning and helping create the best customer experience possible.  You will help focus our brand messaging to ensure that we stay on point about our innovative and disruptive technology.  You’ll direct the Digital Marketing Specialist to deliver create a strong calendar of content, drives leads, engagement, conversation and critical analysis. |

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| **Key Relationships** | |
| **Internal** | * Senior leadership team (especially Global Growth Officer and Head of Product Innovation) * Sales team * Customer Success team * Product team/Technical team * Digital Marketing Specialist |
| **External** | * Agency Partners * Industry bodies/leaders * Brands / Users (as needed) |

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| **Key Responsibilities / Accountabilities:** | |
| Be a go-getter. We want someone that can make things happen. As a key part of a start-up’s marketing department you will play a crucial role to help us ensure that we are driving our business objectives effectively, efficiently and at pace.   1. **Marketing planning**  * Help develop and roll out the marketing plans for the global business. * Support the planning process both strategically and tactically. * Ensure plans are communicated effectively across the organization. * Manage the day-to-day execution of the marketing plans through the Digital Marketing Specialist and key agencies.  1. **Agency management**  * Deliver exceptional briefing of our agency partners and strong budget/project management. * We have a strong group of agencies we work with to help drive our leads, support with content development and develop our websites. Where needed, we will add agencies to our roster to accomplish strategic and tactical initiatives. You will be a key part of the briefing and on-boarding process.  1. **Digital marketing**  * Ensure all campaigns are tracked with clear KPIs to ensure continual optimizations of marketing tactics and budgets. * Develop digital marketing campaigns and assets that directly support sales growth and business objectives. * Manage one direct report responsible for creating a strong program of social content and engagement that focuses on driving lead generation and cementing our brand positioning. * Leverage Hubspot and current agencies to ensure key stakeholders are kept in the loop of marketing analytics and lead generation KPIs. * Maintain and expand presence across key review sites and industry bodies.  1. **Sales & product support**  * Support the Sales team in delivering effective marketing programs, communications and events which grow trial, advocacy and sales of Yabble products * Work with the Product team to ensure our branding is accurate, clearly communicates our value propositions and aligns to the current road map. * Act as a key linchpin between product and sales team to ensure product roadmap reflects marketing and commercial needs.  1. **Outbound lead gen and SEO**    * Manage, monitor and test strategies across SEO and outbound marketing to ensure key lead generation KPIs are met and exceeded.    * Ensure that content across our owned assets is working effectively to “win” in regards to our search engine placements | |
| **Key Challenges in Achieving Goals** |
| * Within the world of a start-up that is looking to disrupt an industry and move at pace with cutting edge existing and emerging technology there will be challenges. * We need to be laser focused on understanding our key digital marketing metrics and business objectives to drive relevant traffic that converts and drives the business forward. * You will need to be comfortable being able to move things forward but also able to pivot if we see that the direction should change. * 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 succeed with less/test and track activity to ensure the business has the right metrics to make informed decisions on future marketing direction. |
| **Qualifications and Experience** |
| **Experience**   * Minimum 3-5 years in marketing role, ideally with digital marketing experience focused on lead generation. * Experience marketing SaaS products is preferred * Have worked with CRM systems, Hubspot is experience is preferred. * Prior success of helping grow sales of new products/company * Ideally worked in a start-up environment or can demonstrate ability to work in a fast paced, dynamic business with lean resources.   **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 finding new customers and shouting about Yabble * Must want to work hard and have a great attitude * Comfortable working with teams across timezones and remotely (depending on location) |

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| **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 |