



LIST ENGAGE

Digital & Content Marketing Manager

Overview

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since 2003 and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

Every day, we help clients implement and maximize Salesforce capabilities and related technologies through the skills of our world-class professional services team. We have been privileged to help over 3,000 companies ranging from early-stage start-ups to Fortune 100 companies.

At the core of our accomplishments are our incredible people. As the country's largest independent Salesforce Marketing Cloud partner, backed by Salesforce Ventures, ListEngage is excited to bring aboard the right marketing professional to help launch our organization to the next level.

What's in it for you:

- Ability to shape marketing strategy for a growing, modern marketing company
- You'll have top technical talent at your fingertips to implement cutting-edge digital marketing strategies
- Flexibility to work remotely
- Being a part of a team of Engagers who share core values of: teamwork, nimbleness, and delivering quality services and solutions.

Responsibilities include but are not limited to:

- Working with senior management to define, develop and execute a comprehensive marketing plan that grows the visibility of our brand and knowledge of our value proposition within the Salesforce.com ecosystem and with end-user clients
- Create and manage quarterly digital content calendars
- Establishing appropriate KPI goals and provide reports on metrics, including website and campaign performance, lead generation, and continually find ways to improve on those metrics through testing and new initiatives
- Developing clear and detailed reports to communicate campaign performance against KPIs
- Leading the development and execution digital marketing strategies and contributing to the development of plans that help deliver marketing objectives



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- Mapping out short- and long-term content strategies that support and extend marketing initiatives, and determine which methods work for the brand and why
- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice; optimized for search and customer experience
- Day-to-day management of delivery of that content via our website, blogs, LinkedIn, newsletters and other outbound campaigns
- Running point on all marketing initiatives which leverage outside contributors (agencies, free-lance writers, etc.) to ensure initiatives stay on track.
- Proactively provide insights and recommendations to optimize and improve digital results and to implement new tactics and strategies to test
- Manage, coordinate and support events such as trade shows, webinars, sponsorships etc.
- Develop and maintain an understanding of our competitive landscape
- Contribute to the development of new marketing programs or campaigns
- Support routine and ad hoc information needs from internal leadership and external supporting agencies
- Manage content marketing strategy and execution across all channels, including website, social media, search engines and email marketing/marketing automation platform, to drive engagement with target audience
- Manage the creative execution from inception through final delivery; ensuring milestones are met such as proofreading, internal approvals, legal review, and delivery of assets to publication/ media channel
- Identify opportunities to acquire new audiences through digital marketing efforts

Knowledge, Skills and Abilities:

- Team oriented - ability to motivate and work well with diverse, cross-functional teams
- Strong organizational skills and able to plan, meet deadlines, and prioritize projects
- Highly agile individual with proven ability to adapt in rapidly changing environment
- Ability to distill and communicate findings into concise language and draw fact-based conclusions and recommendations
- Collaborative working style, strong listening skills, with ability to incorporate multiple stakeholder viewpoints through discussions and ultimately drive a final resolution
- Ability to troubleshoot and resolve stakeholder problems/issues/concerns
- Proven ability to drive results
- Knowledge and experience with the Salesforce Consulting Partner ecosystem preferred



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- Bachelor's degree in communications, marketing, advertising, public relations, media studies, business or related field preferred (or equivalent combination of relevant education and experience)
- Minimum 5 years of experience in digital marketing, content marketing, email marketing, social media and/or community management
- Experience owning digital production processes and workflows, including web, social and e-mail
- Intermediate knowledge of Google Analytics, SEO and SEM
- Experience with A/B testing to optimize digital/web content performance
- Experience managing and leading improvement efforts with CRM/marketing automation platforms
- Strong communication capabilities—excellent verbal, written, and presentation skills

If you're interested, so are we! Send your resume our way, and we'll contact you for a phone interview.

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.