

Job Specification

Role: Senior Marketing Manager

Location: United States, Remote Worker

About us

We're an independent software vendor with a global presence, building cloud services that help our customers discover, understand and take control of their dark data, wherever it lies. As a small business, our domain expertise sets us apart, and we're known across the industry for our thought leadership and the quality of our people. Our customers choose our products and services because they value responsible data management and compliance and, like us, they're on a journey to achieving a state of Zero Dark Data.

We're a British company with a global customer base concentrated primarily in the US but also including Europe and Australia. While our product engineering expertise is clustered around Winchester in the UK, the remainder of the team is led from Reston, Virginia, but distributed around the US, covering all other functions from sales and marketing through to delivery and customer success. Following the launch of our new cloud platform, we have developed an exciting go-to-market plan centered around US law firms, and we are seeking a Senior Marketing Manager to support our founding executive team by leading and coordinating our digital and event marketing effort.

The role

Typical of startup-type companies, we're transitioning our marketing effort from founder-led to a more formal and scalable model. The key to this transition is to establish a marketing manager who blends hands-on practical skills with an aptitude for leadership and can coordinate a small team to grow with our new market success. Based around the pot for website hosting and services, outbound marketing, opportunity and pipeline management, our marketing stack has been rebuilt from the ground up. As a successful applicant, you will be responsible for extending that capability according to your vision and other complementary channels, such as event and social marketing.

In this role, you will:

- Work for our Chief Technology and Product Officer to translate our product vision and marketing foundations into a mature marketing growth plan.
- Provide marketing expertise and experience to directly influence and direct all aspects of our marketing effort.
- Own and develop our marketing tech stack and digital marketing plan, initially with our combined website and social presence and later according to your vision as we develop.
- Coordinate and lead our event plan, drawing together resources from marketing contractors to our sales and administration teams to level up our presence in the legal market.
- Create content yourself and direct the creation of content by others to continually develop all aspects of our brand, from thought leadership to our library of collateral.
- Manage our team of marketing contractors and consultants to deliver our go to market plan.
- Grow an exceptionally close relationship with our entire executive team, product marketing, management and ownership, sales and sales leadership as part of a committed, close-knit small business culture.
- Actively seek opportunities to expand and develop our marketing presence through channels of your choice according to business need.

About you

You are ready to join a growing team and get hands-on with the daily work while leading a new team. You are a self-starter who values interaction with your colleagues to develop shared solutions. You are confident in your experience but ready and eager to learn as you grow.

To fully realize your potential in this role, you will have all or a good selection of the following:

- Willingness to travel to provide direct support to events and join team events and workshops.
- Experience with HubSpot as a website hosting service and outbound marketing platform.
- Experience in the creation and execution of outbound marketing campaigns complemented by a strong social presence.
- Experience in the execution of in-person industry marketing events.
- The ability to write quality content for digital platforms and collateral.

Useful additional experience could include:

- Working with press relations agencies.
- Aptitude for digital design.

If you do not meet all the above criteria but are excited about your potential to succeed in this role, we still encourage you to apply. We are particularly interested in hearing from candidates from diverse backgrounds who are underrepresented in the technology industry.

The benefits

- Competitive, market benchmarked salary
- Remote working, supporting a selected in-person collation at period team events
- Health, Dental, Vision, STD/LTD and Life employer paid for employees.

The recruitment process

As a small business, we believe that its critical to ensure a great fit between our business and applicants for any role. That means we take time during the recruitment process to get that fit right and provide space to share with you our business culture, the way we work and our expectations for the role. We also want to provide you a platform to showcase your skills and understand how we can maximise your potential as a member of our team. To do that we will:

- Conduct a short online screening interview to check our job description has been understood and that we understand your resume.
- Run a formal online or in-person interview with a group of marketing stakeholders so that you can showcase your experience. This will involve a presentation you will deliver in response to a marketing task we'll provide.
- If you are successful in the formal interview we will introduce you to our senior leadership team in a short series of one-on-one chats to confirm your team fit.
- Once all of the above is done, we will conclude with a discussion with your new line manager to agree terms and benefits and start date.

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