



Campaign Manager

ABOUT US:

Socialsuite is an impact measurement platform that helps a diverse group of nonprofits and funders around the world measure their impact. Dozens of nonprofit organizations through large enterprises such as YMCA, Smile Train, Desert Aids, Second Muse, and the Salvation Army, use Socialsuite to confidently measure the social impact of their programs at scale. We are currently launching into the U.S market and you would be a key part of building and executing our go-to-market strategy.

ABOUT THE JOB:

We are looking for a data-driven marketer who has experience running campaigns, developing content, and analysis at an SMB and/or enterprise cloud software company. Someone knowledgeable in planning, executing and optimizing multi-channel marketing campaigns that support brand awareness and go-to-market goals. This role is a ground-floor opportunity for a Campaign Manager that wants to help create, define, and grow the market.

We are looking for someone that can grow with our team over time. You will lead up our marketing programs with a hands-on attitude to hit the ground running. You will get plenty of exposure to the leadership team (think weekly) and report to the Global Head of Growth, and you will work closely with Sales.

You will succeed if you have a startup mentality of "getting things done." You will grow as the company scales. If you are bright, hard-working, humble, and looking to build a career on the ground floor of an exciting and fast-growing global social impact measurement software, this is for you.

You'll be joining the early marketing team and will be wearing many hats as the team grows and expands. That said, it's not expected that any single candidate has expertise in all these areas. We're looking for someone who can quickly learn and adapt as our systems and situations change rather than candidates with a rigid skillset. This role can be remote anywhere based in North America (Canada/U.S).



WHAT YOU'LL DO:

- Plan and execute digital campaigns for each of our product lines that enable a coordinated and cohesive full-funnel go-to-market strategy.
- Developing content strategy in alignment with marketing objectives; establishing an editorial calendar based on search demand, product marketing priorities, campaigns, trending topics, and other business-driven factors; and analyzing content performance and identifying ways to improve metrics
- Work with external vendors and agencies for campaign support
- Manage paid media campaigns across Google Display, SEM, YouTube, LinkedIn, and other experimental channels.
- This individual will work to maintain and be the guardian of all our demand generation content processes and systems while producing consistent and dynamic content across a range of channels that drives demand.
- Work within budget and seek methods to improve metrics like cost per click, conversion rates, etc.
- Work cross-functionally to craft experiments, incentives, and strategies to generate engagement and conversion activity (website sessions, newsletter signups, demo requests, SaaS trial sign-ups, sales opportunities, and more.)
- Develop and manage targeted ABM programs to drive awareness, sales pipeline, and revenue growth, leveraging multiple channels including email, web, digital advertising, direct mail, events, webinars working closely with our pipeline and operations marketing specialist and sales.
- Run integrated marketing campaigns based on key market and audience segments to attract new customers and build quality retargeting pools.
- Help maintain templates that improve campaign efficiency and accuracy, including targeting segments and reports.
- Publish frequent campaign scorecards to share performance trends and best practices with executives, board, and teammates (campaign and creative effectiveness, multi-touch attribution to funnel activity, awareness lift studies, and more).
- Manage and track attribution from the first click to conversion all the way through opportunity.

SKILLS AND REQUIREMENTS:

- 6+ years of experience working in SaaS with planning and executing multi-channel media campaigns and making sense of marketing analytics data
- Minimum of 4 years experience in digital content writing.



- Ability to work independently & collaboratively with cross-functional teams. Exceptional digital content, SEO/SEM & editorial skills.
- Exceptional organizational skills, rigorous attention to detail, and strong project management skills.
- Deep experience with running and managing paid, social, search and email campaigns and direct buy programs across Google, LinkedIn, Twitter, and other properties.
- Experience with marketing data and systems (Salesforce, Google Analytics, Unbounce, email marketing automation platforms, or similar)

Bonus:

- Business intelligence, and data visualization toolsets (Amplitude, Google data studio, Tableau, or similar).
- Experience setting up multi-touch attribution models
- Campaigns/ad ops/media planning experience at an agency
- Experience with Seamless AI or other similar tools

WHAT WE OFFER:

- A remote team in Canada and Australia with processes already set up for remote working and collaboration.
- Competitive salary and benefits.
- You'll be working in a business with a strong sense of purpose, with the aim of genuinely impacting the lives of its users and in turn the beneficiaries they serve.
- We expect you to work at a sustainable pace, take time off as needed, and maintain a healthy work-life balance. Many of us have families and kids, so we work hard, but keep it real.
- Role to be remotely based out of North America.

Socialsuite is an equal opportunity employer and we value diversity at our company. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

To apply please send a copy of your CV to careers@socialsuiteq.com.