

Director of Marketing

Role

We're looking for an energetic, bright marketing leader that's ready for the next step in their career growth. Mi-Corporation is an investor backed SaaS company experiencing strong quarter over quarter growth and we're in need of a Director of Marketing to help us find and capture the demand for our pioneering mobile data capture software.

The market is huge, our product is great and we need the right person to put them together. As the most senior marketing executive this person owns marketing strategy, program creation as well as oversees marketing execution and measurement. We provide highly competitive compensation and the opportunity to work with a team of highly experienced and successful entrepreneurs that will help you raise your own game while you raise ours.

Responsibility Highlights

1. Build a highly repeatable and effective marketing engine that's the envy of the market.
2. Drive demand generation programs from creation to execution to measurement.
3. Lead marketing planning activities, budget development and management.
4. Manage a balance of inside and outside resources to accomplish the mission. Hire and develop team members into proud, sterling performers.
5. Active hands on program execution while a team is built out
6. Accountable for creating high quality SQLs.
7. Help shape and sharpen our corporate value proposition and all messages that flow from it.
8. Owns advancing the state of the art of our marketing automation, ultimately to drive down our cost to acquire customers.
9. Maintain metric driven reporting to showcase MQL, SQL and ROI results as well as pin down the most effective campaigns and areas for improvement.
10. Help product management better understand a "day in the life" of our customers through a variety of surveying techniques.
11. Stay abreast of competitor strategies, tactics and product capabilities to better shape our market position and message.

Qualities

1. Intelligent
2. Self-starter
3. Hands on
4. Bias for action
5. Ties the knot
6. Creative
7. Plays well with other
8. Lives "do the right thing"

Requirements

1. 6+ years of marketing experience with depth of expertise in both inbound and outbound methods
2. 1+ year marketing management
3. SaaS or enterprise software background
4. Salesforce and Pardot expertise
5. Proven results
6. Experience building complete marketing strategy and yearly execution plans
7. Proven ability to listen to customers and shape programs and messages that appeal to their motivations.
8. Data driven funnel creation and optimization success
9. True knowledge and feel for how to create the maximum bang for every marketing dollar.

Company

We're a true pioneer in the Mobile Data Capture marketplace. Mi-Corporation has 10 patents and many industry firsts as it has helped create and shape the solutions that enable mobile workers, in information intensive roles, to work at light speed. We serve customers in inspection intensive industries like transportation, construction, agriculture and health incredibly well. Our Mobile Impact platform consists of packaged templates to conduct field inspections, but also provides the tools to build unique mobile forms and integrate them into your enterprise infrastructure. We're growing and going. Come join us!