

Director of Marketing

Fierce is a globally recognized leadership development training company based in Seattle, WA. Our mission is to transform the conversations central to our clients' success. Our clients rely on us to deliver programs that transform cultures and help them gain a sustainable edge.

fierce.

Job Responsibilities

any conversation can.

Summary

We are seeking a Director of Marketing to join our team at Fierce to help us grow to the next level, driving lead generation strategies. As our Director of Marketing, you will lead strategy with a data-driven mindset, and a “can-do” spirit. While this is a hands-on role, the successful candidate will have proven and successful experience managing a team as both a player and a leader, able to perform tasks and manage others to successful completion of projects. You will partner closely with all functions, including Sales, Learning, Operations, and Finance to ensure we are aligned in all activities to achieve our growth objectives.

Role and Responsibilities

- Own creation and execution of innovative marketing strategies; partnering and collaborating closely with Sales and Learning on the broader GTM strategy.
- Create a roadmap of demand generation campaigns and activities for targeted segments that set us up to achieve our pipeline goals.
- Understand our customers, the reasons they buy, and the market landscape, and work with your team to turn these insights into effective go-to-market strategies for acquisition.
- Create the data-led strategies and frameworks necessary to build a strong lifecycle management process for organizations and end users.
- Design campaign concept, content requirements, buyer's journey development and digital marketing execution using various channels (e.g. paid media, email marketing, content marketing)
- Select and optimize the marketing channel mix selection for optimal ROI.
- Manage HubSpot/Pardot (lists, monitoring emails, managing portals, creating reports, etc.)
- Develop and report on key performance and campaign performance metrics.
- Present recommendations, results, and findings to the leadership team.

Skills and Experience

- 7+ years of strategic marketing experience, with a focus on campaign design and demand generation with a minimum of 4 years leading a marketing team.
- Extensive knowledge of success metrics, intent, and ROI-driven marketing optimization techniques.
- Ability to operate cross-functionally, and interact with both peers and executive audiences.
- Tech stack experience includes Salesforce; Hubspot; Pardot; WordPress; Google Analytics.
- Refined skills in creative and adaptable writing and/or editorial writing required.
- You are results-oriented, obsessing about key customer metrics and insights to ensure we provide the highest possible customer outcomes profitably.
- You strive for organizational excellence, demonstrating by doing and thereafter ensuring the highest standards of execution with your team.
- You have demonstrable leadership capabilities, able to credibly lead and influence across a complex dispersed workforce in a high-growth and remote environment.
- You are committed to contributing to the culture of our organization because you believe in our purpose and our values.

Fierce has an outstanding reputation. This is a great opportunity to advance a career, make a name for one's self, and work with a great team. Our clients are exceptionally busy and the candidate will be thrust into an entrepreneurial, intense environment where being self-sufficient and resourceful will be critical.

Fierce provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics in compliance with federal, state and local governing laws.

This is a fully remote, full-time position. For more information, contact careers@fierceinc.com.