Qmarkets is Hiring!

Position Title: VP Marketing

About us:

Qmarkets, a leading Innovation & Idea Management Software Company serving the Global Enterprise Market, is looking for a new member to join our amazing global team and work on a product serving over a hundred thousand users worldwide.

About the position (Description & Responsibilities):

As a leading International Enterprise SAAS Product B2B Company we are looking for an experienced Digital Marketing Strategist to lead the Marketing Department. Are you a digital marketing leader, capable of planning & executing a robust lead generation and acquisition "machine", in a growing and competitive global landscape? Come join us!

- Hands on management of company's entire marketing activities, with a strong emphasis on online lead generation operations and assets
- Reporting directly to CEO, and working closely with VP Sales & VP Product Management
- Build & execute high impact lead generation strategy & pipeline across all channels – SEO, SEM/PPC (AdWords, LinkedIn, directories and other PPC sources), marketing automation (using Hubspot) and other
- Lead company's positioning & branding, including analyst relations
- Responsibility and hand-on leadership of all marketing content – website, all company collaterals, webinars etc.
- Build and execute conversion optimization plans for all online traffic based on web, search, and website visitor's analytics data.

What we are looking for:

- At least 6 years of experience in B2B SaaS Marketing
- At least 4 years of managing B2B SaaS Marketing Teams
- Hands-on and leadership experience of >3 years in B2B Digital Marketing, with emphasis on Digital Lead Generation and Conversion Rate Optimization of the entire Digital Marketing Funnel, from in-bound channels, through on-site performance and conversions optimization, till post nurturing of marketing leads
- Very Strong analytical abilities – collecting and analyzing data from multiple sources to identify trends and provide clear actionable recommendations
- Proven hands-on experience with SEM/PPM & SEO management (At least 3 years)
- Experience in incorporating and working with advanced marketing tools – marketing automation (i.e. Hubspot), BI tools (Analytics, Power BI etc.),
- Ability to work effectively in a fast-paced environment and prioritize accordingly
- English- Native Speaking level - Must
- Multi-tasking individual with an entrepreneur spirit
- Self-motivated, goal oriented, reliable, and responsible

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What we're offering

- You will have the opportunity to accelerate our rapidly growing organization.
- We're a lean team, so your impact will be felt immediately.
- Agile working environment with flexible working hours and location.
- Diverse, unique colleagues from every corner of the world.

If you're convinced you are the right fit and you can't wait to join our team, we look forward to hearing from you!

Please send your CV to: HR@Qmarkets.net

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