

Growth Marketing Manager

Qmarkets is looking for an experienced full-stack B2B Growth Marketing Manager, to join our growing team and help us unlock our challenges and reach our goals. Our marketing roadmap is full of challenging opportunities, and we're looking for a key member who's looking to have a strong strategic impact, holds a real growth mindset, and can continuously learn and develop.

About the role:

You'll report to the VP of Marketing and be responsible for developing, and executing our growth strategy, collaborating across teams to identify opportunities to drive growth, managing multi-channel Demand and Lead Generation campaigns, and reporting on performance. You will work closely with other arms of the marketing team (Content, Design) along with sales, product, and external vendors.

This is a strategic and impactful role that provides a unique opportunity to join a renowned SaaS company.

Main responsibilities:

- Lead the strategy and execution of our digital demand and lead generation efforts, driving growth across channels (SEM, SEO, Email, Video, Display, Directories, and more)
- Creating A/B tests, gathering insights, and continuously optimizing channels and campaigns to their fullest extent
- Identifying new markets and channels to drive business growth; unlocking new channels, segments, audiences, creatives, and messaging that can be leveraged to drive growth
- Measuring and analyzing our marketing campaign success; sharing feedback and ideas with other team members, while being fully accountable for media spend ROI
- Managing and executing our SEO plan
- Managing our Martech stack, including all marketing tools, CRM, and marketing automation platform (HubSpot)
- Managing our website infrastructure
- Taking an active role in shaping our marketing strategy

Requirements:

- 5+ years of hands-on experience managing performance marketing through key B2B channels (Google, LinkedIn, YouTube, Email, SEO, Directories, and more)
- Minimum of 3 years experience in campaign management, demand & lead generation in a global B2B SaaS company
- Hands-on experience with CRM, Marketing Automation, Web Analytics, and A/B testing tools

- Strong analytical, technical, and strategic thinking skills with the ability to make data-driven decisions
- Ability to work in a fast-paced environment, leader, pro-active, creative, and has a flexible approach with a “can-do” attitude. A combination of a hands-on and strategic thinker
- Highly fluent in English

Please submit your application to HR@Qmarkets.net with the title: Growth Marketing Manager