

B2B Marketing Manager

AnalyticsIQ – Atlanta, GA

AnalyticsIQ is a dynamic, fast growing marketing data and predictive analytics company focused on providing innovative consumer and business data and analytics solutions. Today, we help some of the world's most loved brands activate data and analytics to grow their company, deliver personalized experiences across channels, and maximize their marketing dollars. Now, we are seeking a focused, experienced, and energized B2B Marketing Manager to help us reach more potential clients, overflow our sales pipeline, and ultimately grow our company's revenue through fresh B2B marketing strategies.

Why AnalyticsIQ?

AnalyticsIQ is a proven growth company delivering unique value in a rapidly growing market. Our small, close-knit team enables us to be fast and flexible, creating solutions and delivering results to our clients in record time. As a member of our team, you will have an opportunity to make a direct impact and thrive within an incredible culture that provides market leading solutions, competitive pay and generous benefits, proven support for work-life balance, a commitment to teamwork, and support for personal and professional growth.

Job Description

The B2B Marketing Manager is a technically savvy individual that has demonstrated experience with a variety of B2B marketing activities and tactics that contribute to revenue growth – preferable background in B2B SaaS or technology. This individual is a well-rounded 'B2B marketing generalist' that will be primarily responsible for managing B2B marketing efforts that will increase AnalyticsIQ's brand position and awareness including managing AnalyticsIQ's branded social media and B2B email marketing, assisting in content creation, and the measuring and reporting of key marketing metrics. This individual thrives in an independent work setting and has the ability to learn new processes & platforms. This high-impact role will work across functions and interact with partners, vendors, and senior leaders. The B2B Marketing Manager reports directly to the Senior Director of Marketing and will align with the Chief Revenue Officer.

Responsibilities

- Manage AnalyticsIQ's organic and sponsored social media activity on Twitter and LinkedIn; grow brand following, engagement, and share of voice
- Manage AnalyticsIQ's marketing automation activities in Pardot specifically including B2B email marketing program including emails blasts and drip campaigns
- Develop and manage lead generation strategies including account-based marketing (ABM) tactics
- Key contributor to visual and written marketing content creation such as blogs, graphics, PowerPoints, eBooks, Product Sheets, landing pages, platform-based videos, etc.
- Track, measure, and report marketing metrics for all activities
- Participate and assist in partner marketing and vendor initiatives
- Assist Senior Director of Marketing in driving marketing strategy and exceeding KPIs

Qualifications

- Bachelor's in Marketing or other related fields/equivalent relevant experience
- 3+ years of B2B marketing experience (this is a **requirement** – all else need not apply)
- Ability to understand and market complex & technical B2B products and services
- Ability to analyze a variety of data types and distill insights that lead to marketing stories, optimizations opportunities, and thought leadership
- Experience with a variety of B2B marketing activities including B2B social media, B2B email marketing, and content creation
- Ability to track, measure, and optimize marketing strategies to achieve specific KPIs, with excellent communication skills to share benchmarks and insights across the organization
- Ability to work independently and take ownership of tasks and processes from start to finish
- Critical AND creative thinker with strong project management skills
- Experience creating audience segments and developing marketing campaigns that deliver a targeted message to those groups
- Preferred location is Atlanta, GA – open to remote for the right candidate

Preferred Qualifications:

- Experience in marketing data, analytics, MarTech, or AdTech industry
- Experience in the following platforms a plus: Google Ads, InDesign, WordPress, 6sense, Salesforce, Pardot

What You Can Expect From Us:

- A collaborative and supportive company culture with a rewarding work environment
- Work-life-balance
- Employee development
- Room for upward growth within the organization
- Competitive pay
- Comprehensive benefits including 100% of family health, dental, and vision
- 401k with company matching
- Opportunity to attend a variety of events including company and industry events
- Paid paternity, maternity, and adoption leave
- Remote working options
- Paid vacation days that increase with time employed with company
- Sports and entertainment tickets available to employees
- Reimbursement towards family fitness club membership
- Weekly team lunch
- Ping pong and foosball tournaments

To apply, please send resume and cover letter to salesrecruiting@analytics-iq.com with 'B2B Marketing Manager' in the subject line.