



Company: Nudge.ai

Website: <http://www.nudge.ai>

Location: Toronto, ON Canada

Job Title: Marketing Manager

Please send all inquiries to: marketing@nudge.ai

Who is Nudge?

Nudge is the only revenue intelligence platform that combines the most complete account-level dataset with the power of AI to identify gaps in stakeholder relationships that lead to surprise pipeline attrition. Revenue leaders rely on Nudge to provide an objective way to identify at-risk deals and renewals and coach sales and CX teams to develop wider, deeper relationships that result in better close rates. By measuring the health, strength and gaps in account relationships, Nudge makes revenue growth a coachable skill.

Nudge was co-founded in 2014 by former Eloqua executives, Paul Teshima and Steve Woods. After having successfully guided Eloqua to a market leading position in marketing automation from \$0 to over \$100 million in revenue, then through IPO and acquisition by Oracle for \$957 million, Teshima and Woods recognized another massive challenge to solve – this time, however, it was with the revenue growth teams.

Role Description

We are looking for a thoughtful, passionate and strategic Growth Marketing Manager to join our Marketing team. This role involves project management and marketing communications, with a strong emphasis on execution. You will help plan, coordinate, and oversee various marketing activities that generate marketing qualified leads for our Sales team and build brand awareness. In this role, you will focus on generating demand through strategic, data-driven marketing campaigns, content or events. The role requires a hands-on approach, working directly with sales, customer success, design and leadership teams to create, execute and continue to optimize successful lead generation programs.

- You will lead and execute end-to-end marketing campaigns
- Play a key role in the value proposition development, positioning, branding; go-to-market strategy and delivery of new growth programs and nurture campaigns
- Develop and manage content strategies to support the entire marketing funnel and beyond – helping drive conversions
- Develop and execute a marketing plan across channels to drive qualified, high intent lead generation - ads, email, webinars, partner content, social media, PR, blogs, and others
- Measure key marketing and growth metrics to deliver insights. Continuously evaluate and test acquisition strategies, channels, and tactics, using customer insights and business results to refine the approach

- Work collaboratively with business, sales and product teams to understand the value proposition and educate the market; share learnings and insights from marketing campaigns to enhance the product offerings
- You will be responsible for managing our key Ad platform partners including Google, AdRoll, LinkedIn and more
- Track, analyze, and report key quantitative metrics
- Work collaboratively with business development teams to ideate, create and deliver various types of thoughtful, engaging content that converts
- Develop a deep understanding of our buyers, recognize what's important to them, and how Nudge can bring value through the content you create
- Analyze user data to develop strategies to capture the interest of new leads while delivering a clear message
- Contribute to the creation of standard visual components and written content for company-wide use, ranging from landing pages to sales pitches
- Test, validate and optimize your campaigns, focusing heavily on conversion and top of funnel lead generation

Skills and Experience

- 3+ years of marketing experience at a high growth B2B software company
- Demonstrated hands on experience with digital marketing
- Expertise working with industry-standard tools including Salesforce, Drift, Intercom, Wordpress, and others
- Growth-oriented mindset with a focus on generating leads and revenue growth
- Passion for design and creating delightful digital experiences
- Data-driven approach to iteration to ensure effectiveness of marketing campaigns
- Driven, enthusiastic self-starter who likes to be measured by the results of their work
- Experience working within cross-functional teams (Design, Development, Marketing, Sales) preferred
- Proven ability to work under pressure and meet deadlines
- Copy writing experience is an asset
- Strong analytical and problem-solving skills
- Knowledge of ad effectiveness, performance measurement and optimization
- Strong understanding of SEO and SEM
- Solid understanding of the various disciplines across marketing and experience creating successful omni-channel campaigns
- Experience in coming up with, communicating with and executing partner content and campaigns
- Excellent communication skills and ability to clearly and concisely convey your message
- Curiosity and analytical skills