
Marketing Campaign ManagerLocation: **Headquarters**Job Code: **56**# of openings: **1**

Description

Bronto Software, a leading Software as a Service,(SaaS) business in the email marketing space is seeking a seasoned, energetic **Marketing Campaign Manager** to design and run outbound marketing campaigns focused on acquiring new leads and expanding the Company's sales pipeline. This new role will support the territory development of Bronto's rapidly growing sales team and report to the Director of Lead Acquisition as a member of the marketing team.

Bronto provides email marketing software to online retailers, interactive agencies and marketing departments around the world. Innovative organizations like Etsy, Trek Bikes, Seventh Generation and Gander Mountain utilize Bronto for managing the email component of their marketing mix.

At Bronto, we live in the world of marketing. The Marketing Campaign Manager will be marketing a marketing software application to marketing VPs and online marketing managers. For this role, we are looking for someone who loves marketing and is very effective at collaborating with a territory sales team to create and execute mid-market B2B campaigns.

The Marketing Campaign Manager position requires more than just the ability to execute existing campaigns. This role will be responsible for the full campaign lifecycle- collaborating with sales to identify new business opportunities, developing competitive strategies and campaign designs, executing against them and ultimately measuring and drawing conclusions from the campaigns' successes and failures.

Responsibilities for this position include:

- Stewarding a set of outbound marketing programs and associated campaigns which may involve competitive replacement, targeted verticals, territory events, direct mail and referrals.
- Coordinating campaign activities between sales and marketing. Setting campaign timelines and objectives and working with participants to ensure campaigns deliver on time, on budget and achieve their goals.
- Writing, editing and proofing campaign collateral including email templates, landing pages, direct mail pieces and brochures.
- Tracking and measuring the success of campaigns (and understanding the importance of this). Making recommendations for future improvements.
- Contributing new, innovative marketing campaign strategies to the team.

Qualified candidates will have:

- 5+ years of marketing experience involving both online and offline programs.
- Bachelor's degree in Marketing or a related field.
- Deep understanding of online, offline, and DM marketing principles.
- Proven track record of marketing campaign execution, preferably in a B2B software environment.
- Experience with marketing automation applications and Salesforce.com marketing campaign module.
- Interest in and aptitude for collaborating with territory sales teams.
- Sense of humor.

Do you love marketing? Are you detail oriented, driven by deadlines and able to manage multiple projects at any given time? Do you have strong communication skills and the ability to work well

within multiple teams? Do you get along with people wired to sell- those territory sales types? Can you take fresh new ideas and turn them into results-oriented marketing initiatives? If so, then we are seeking you.

Are you a returning applicant?

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