

Wallace Associates Inc Singapore

Executive Management Recruitment:

Marketing Director

[Marketing Director](#)

Waltham, MA

The Company

Our client is the world leader in solving critical documentation issues for enterprise-level organizations and governments, enabling them to operate more efficiently and profitably. The company offers a full suite of software, training, and professional services based off their international content standard for creation, management, and deployment of mission-critical content.

The Job

The Marketing Director in US will be responsible for driving our client's marketing initiatives, lead pipeline generation efforts, and develop new integrated campaigns and assets. The Marketing Director will liase with the HQ marketing team to ensure that our client is represented in local marketing efforts. Travel for this position will not exceed 25%.

The Marketing Director's duties will include:

- Building and managing a rich content calendar that attracts a qualified audience to our client's product offering (including blog posts, white papers, ebooks, webinars, etc)
- Creating targeted segmentation lists that grow the sales pipeline to increase revenue

- Designing all email marketing campaigns and associated landing pages on the company website
- Organizing and providing the sales team with active leads using inbound marketing activities
- Collaborating with and supporting the Global Marketing Director for international marketing, online advertising, and SEO
- Working collaboratively with the sales team to plan specific lead-generation campaigns.

What It Takes:

The selected candidate will have:

- Bachelor's degree in a marketing- or communications-related field
- A minimum of 3 years B2B marketing experience, copy writing, content strategy, and blogging – with the goal of generating web visitors and leads
- Experience with marketing automation tool and implementing online campaigns
- The ability to work closely with our client's sales team to achieve goals
- Ability to work in a team environment
- “Think outside the box” attitude to build brand awareness and increase revenue
- Advanced MS Office skills (Word, PowerPoint, Excel)
- Strong HTML knowledge and experience
- Excellent written and verbal communication skills
- Comfortable with marketing tools (Pardot Marketing Automation, Hubspot CRM)
- Strong graphical skills (Adobe Photoshop and/or Illustrator)
- Attention to detail and ability to prioritize tasks
- Comfortable managing multiple tasks
- Self-starter; entrepreneur mentality

Why Apply?

Our client is an industry leader who helps enterprise-level organizations and governments operate more efficiently and profitably. Our client offers a challenging opportunity, and an excellent compensation and benefits package in a business casual environment. Our client is an Equal Opportunity Employer M/F/V/D.

Applicants should contact our search firm:

[Wallace Associates](#)

positions@wallaceassoc.com