

Invicara Marketing Manager Job Description

Company Description:

Invicara is a fast-growing, global startup focused on transforming the building industry. Our clients are the owners of buildings and the firms that design and build those facilities. The company's vision is a smarter building industry that uses richer, more accurate information to drive efficiency for everyone involved in the built environment. We provide a cloud platform for managing building information and our first product is BIM Assure, software that helps the entire project team collaborate to improve data quality in BIM models.

Position Summary:

We are seeking a highly skilled, motivated, and enthusiastic individual for our rapidly growing field team. Working with the VP of Marketing, this person will manage all aspects of marketing at the corporate level and product level on a day-to-day basis. This is an outstanding career opportunity for a high-energy, creative marketing professional to be part of a passionate team.

Responsibilities:

- Assist with positioning and messaging
 - Work with executive team to develop corporate and product messaging
 - Distribute messaging updates to field sales and partners
- Manage corporate and product collateral programs
 - Work with partners to design and develop the company and product marketing web sites and update web sites to reflect changes to positioning & messaging
 - Prepare and manage product marketing materials as needed (e.g. product videos, solution overviews, etc.)
 - Write articles on behalf of Company/key employees (e.g. blogs)
 - Ensure marketing materials stay current, accurate and properly reflect the brand and desired messaging
- Manage external PR firm
 - Proactively generate ways to advance Invicara's brand in industry trade publications, digital media, speaking opportunities, conference participation and other channels
 - Actively market and promote Invicara news and project development, activities including formal press release distribution, article development/pitch, social media, etc.
- Generate leads for Invicara's sales teams
 - Develop and execute global marketing programs to generate demand
 - Translate business strategies into structured lead generation campaigns, and then execute and report on these campaigns
 - Strategically use marketing tactics in an integrated manner - including email, webinars, calling campaigns, live regional events, social media, search engine marketing, and more – to manage multi-touch campaigns
 - Develop the campaigns, execution steps, content requirements, reporting templates, and supporting systems management
- Sales and partner support
 - Assist sales team and Invicara partners in the preparation of new business materials including RFQ/RFP responses, new business meeting pitch and prep, presentations
- Marketing Administration
 - Assist with the annual marketing plan/budget
 - Continually evaluate marketing program costs and results



What You Will Bring:

- A minimum of five years of marketing experience in a B2B environment with proficiency in cross-channel campaign execution, marketing automation, and marketing and campaign analytics.
- Experience with the building or facility management industry is preferred.
- Creativity and innovation, thoughtfulness and high energy with a willingness to try new things and teach others.
- Strong proficiency in PowerPoint/other presentation software.
- Strong organizational, prioritization, task-juggling and planning skills.
- Ability to manage multiple efforts simultaneously in support of a wide variety of business leaders, and cross-functional teams all while demonstrating a professional demeanor, flexible attitude, and an enthusiasm for producing highly creative and thoughtful work.
- Bachelor's degree in marketing, communications, PR or related field.
- Strong written and oral communication skills and ability to influence an audience that includes senior leaders and stakeholders. Good listener.
- Ability to define opportunities and problems, collect and analyze data, establish facts, and make valid conclusions.
- Strong knowledge of all things digital and social, with an interest in staying current with the latest marketing methods and trends.

Benefits:

Invicara offers an excellent benefits package and fosters a highly skilled, energized and empowered workforce. We are an equal opportunity employer that values diversity at all levels.

- Competitive Salary
- Competitive benefits that start on day one!
- 401K matching and annual target bonus
- Paid vacation and sick time
- Casual dress code and atmosphere

Other information:

Travel: The position is based in Charleston, SC. Some travel may be required to support Invicara's presence at industry conferences, client events, etc.

Job Type & Reporting: Individual contributor reporting to the VP of Marketing.

Job Type: Full-time

Contact: careers@invicara.com

****NO THIRD PARTIES****