

B2B Senior Integrated Marketing Manager

Description

About the Role: We are looking for a B2B Senior Integrated Marketing Manager who will lead the strategy for Dashlane's most important brand campaign. They will be responsible for driving brand awareness and demand for Dashlane by creating and managing a cohesive brand campaign in partnership with the Marketing teams such as Growth, Creative and Content. Our ideal candidate is highly self-motivated, proactive and a collaborative problem solver who can lead campaign planning, work closely with agencies and internal teams, and drive a cohesive launch schedule.

Location: You will be based in our NYC office in a hybrid capacity with 3 days in our office.

Responsibilities:

- Develop the overall "Dashlane for Business" integrated marketing strategy, including quarterly planning, campaign development, calendar, and creative platform.
- Own the "Dashlane for Business" marketing campaign development – including planning, brief development, customer journey creation, cross functional communication and performance management to deliver awareness and demand growth
- Partner with agency and/or internal creative team to develop and execute campaign concept, messaging and a cohesive creative platform to tell a unified Dashlane brand story to business customers
- Develop an impactful demand driving marketing calendar supported by key marketing moments.
- Lead quarterly planning with Brand, Content, Growth and Product, to execute this integrated marketing calendar that drives sustained demand.
- Be the connector between functions to ensure there is cohesion, communication, coordination and understanding of launch plans.
- Manage reporting and analysis of funnel performance from Marketing Qualified Lead (MQL) through to Sales for the Dashlane for Business campaign in coordination with Growth.
- Working with Product Marketing Management, help translate customer segmentation and personas into tangible marketing insights to build and write briefs and execute awareness and demand campaigns.
- Conduct quarterly audits of B2B competitor brands and out of category brands to educate and inspire the Creative & Paid teams.

Requirements:

- 10+ years of experience in tech marketing, preferably in B2B and Cybersecurity

We're also looking for:

- A mix of agency and in-house experience
- Proven ability to translate business priorities into marketing campaigns that generate brand awareness and demand
- Understanding of brand management and brand strategy
- Strong project management and relationship building skills
- Deep understanding of marketing campaigns, brief writing, and digital marketing best practices across technologies
- Demonstrated ownership and enthusiasm with a track record of learning quickly on the job
- Clear and flexible communicator with experience working collaboratively with hybrid and remote teams
- Be a problem solver and a strategic thinker who is resourceful

Salary Range: \$140,000 -160,000 in base salary Our salary ranges are based on paying competitively for our size and industry, and are one part of total compensation package that also includes benefits, and other opportunities at Dashlane. We also include equity in all compensation packages and believe 100% of Dashlaners should have an option to purchase ownership in the company and benefit from what we hope will be a lot of upside growth. Individual pay decisions are based on a number of factors, including qualifications for the role, experience level, skillset, and balancing internal equity relative to other Dashlaners. We expect the majority of the candidates who are offered roles at Dashlane to fall healthily throughout the range based on these factors.

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Hiring organization

Dashlane

Job Location

New York City, New York, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

April 26, 2024

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Contacts

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