

Industry Marketing Manager Corporate Solutions

Description

ezCater is the most trusted provider of corporate food solutions and is purpose-built for business. ezCater's corporate food platform and flexible, scalable food solutions allow organizations to centralize and track their food spend, and fulfill everything from daily employee meals to client meetings and company all-hands. ezCater backs this up with business-grade, best-in-class, customer service and an unmatched nationwide footprint. We're backed by top investors including Insight, Iconiq, Lightspeed, GIC, SoftBank, and Quadrille. We're looking for an experienced and strategic B2B Industry Marketing Manager to join our Corporate Solutions Marketing team and help scale our Corporate Solutions business, the fastest-growing area of ezCater. In this role, you will be responsible for developing and executing comprehensive marketing strategies to help us achieve ambitious growth targets within a defined industry vertical. What You'll Do: Market analysis: Understand and interpret our market and qualitative research to understand industry trends, customer needs, and the competitive landscape. Use insights to inform Product Marketing and our go-to-market strategies within a focus industry. Strategy development: Collaborate with cross-functional teams to develop and implement effective messaging and marketing strategies aligned with the overall business goals. Identify target audiences and target segments that will deliver maximum impact. Campaign planning and execution: Develop and oversee the execution of integrated marketing campaigns, utilizing channels that include digital marketing, events, content marketing, and more to meet our aggressive lead generation targets. Sales enablement: Collaborate with the sales team to provide them with the tools, resources, and messaging needed to effectively engage prospects within an industry vertical. Ensure alignment between marketing efforts and sales objectives. Analytics and reporting: measure the effectiveness of industry marketing initiatives, providing regular reports on KPIs and iterating to drive outcomes at scale. What You Have: 5+ years of experience in marketing, with success building and scaling B2B marketing programs. Proven experience in B2B lead generation with a focus on industry-specific campaigns. Hands-on experience working with Sales against an enterprise-level, named account list. Strong understanding of the B2B sales cycle with the ability to tailor marketing strategies to a defined segment. Hands-on experience managing Account Based Marketing programs. Experience working in marketing automation tools, particularly Hubspot. Equal parts creativity and technical prowess. Be fluent enough to do the basics yourself, and articulate enough to communicate what you need to the experts on our creative and analytics teams. A "figure it out" mentality that drives you to take ownership in the face of ambiguity. You're not afraid to fail and do better the next time. Demonstrated ability to collaborate with cross-functional teams and to lead projects and as an independent contributor. The national cash compensation range for this role is \$101,000 – \$133,000 *Please note: Final offer amounts are determined by multiple factors, including prior experience, expertise and region & may vary from the amount above. This range does not represent additional compensation benefits (such as equity, 401K or medical, dental or vision insurance). Please have fun with the Cover Letter section of the application! It does not need to follow "traditional" cover letter guidelines – we would love for you to write 150-500 words explaining why you are interested in ezCater and the role, and highlighting anything else you think we should know! ezCater does not sponsor applicants for work visas or legal permanent residence. What You'll Get from Us: You'll get a terrifically compelling opportunity, in an environment of radical transparency, open access to all the data, and collaborative colleagues at

Hiring organization

ezCater, Inc

Job Location

Boston, Massachusetts, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

May 15, 2024

Apply Now

every level of our organization. Youâ€™ll also get sane working hours and great flexibility around work/life balance. Have people in your life â€” of any age â€” who always, often, or sometimes need your help? We make room for that. Have a bad thing or a good thing happen to you? We make room for that, too. Oh, and youâ€™ll get all this: Market salary, stock options that youâ€™ll help make worth a lot, the usual holidays, all-you-can-eat vacation, 401K with ezCater match, health/dental/FSA, long-term disability insurance, remote-hybrid work from our awesome Boston or Denver offices OR your home OR a mixture of both home and office (you choose!), a tremendous amount of responsibility and autonomy, wicked awesome co-workers, cupcakes (and many more goodies) when youâ€™re in one of our offices, and knowing that you helped get this rocket ship to the moon. ezCater is an equal opportunity employer. We embrace humans of every background, appearance, race, religion, color, national origin, gender, gender identity, sexual orientation, age, marital status, veteran status, and disability status. At the same time, we do not employ jerks, even brilliant ones. For information on how ezCater collects and uses job applicants' personal information, please visit our Job Applicant Privacy Policy. #BI-Remote Please mention the word ****TINGLE**** and tag RNDcuMjAwLjlzMS4xNDc= when applying to show you read the job post completely (#RNDcuMjAwLjlzMS4xNDc=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com