

Senior Customer Marketing Manager

Description

At Vidyard, we make life easier for sellers, marketers and corporate communicators. Our video messaging tools, AI tools, and other products are used by Microsoft, LinkedIn, and thousands of other companies. We're passionate about elevating our customers, our teammates, our communities, and ourselves. About the Role Vidyard is looking for a Senior Customer Marketing Manager to join our Demand Generation team. Reporting to the Manager, Demand Generation, you will be responsible for delivering customer marketing campaigns that deliver upsell and cross-sell sales pipeline, re-engage our customer base, and prevent churn. You will be responsible for building and nurturing a customer community, identifying opportunities for upsell and cross-sell using buyer intent signals, and running customer lifecycle campaigns. This is a remote role open to candidates located in Canada. About the Team Our Demand Generation team focuses on running multi-touch marketing campaigns to create a high quality pipeline for our sales-led business. The team leverages several Marketing channels such as events, ABM, email marketing, paid media and more, to drive results. This is a data-driven team that focuses on fast experiment cycles and feedback loops. What You'll Work On Build customer marketing campaigns to leverage upsell and cross-sell opportunities within our existing customer and user base Work closely with our sales and customer success teams to align on our customer marketing strategy Leverage Marketing channels such as email, social media, paid marketing etc to drive campaigns. Collaborate with Marketing channel specialists where relevant Run customer ABM plays focused on generating Enterprise customer pipeline Plan and execute customer roundtable events focused on sharing our thought leadership and product updates with customers Collaborate with our product marketing team to communicate key product updates to our user and customer base Own all user and customer email nurture programs. Optimize these programs to drive pipeline, prevent churn, and drive re-engagement amongst our customer base. Create a library of customer case studies and success stories that can be used by our sales and marketing teams Host webinars and virtual community events related to key feature updates and topics of interest to our customer base Create educational and learning content to improve product adoption within our customer base Report on all customer pipeline and impact of customer marketing programs and communicate your findings to cross-functional stakeholders What You'll Bring to this Role and Your New Team: 5+ years of customer marketing (or related) experience Experience working in highly cross-functional environments. Deep experience working with sales teams is highly preferred Experience within a hybrid product led and sales led business Proficiency in marketing automation and CRM software Strong analytical skills, with experience analyzing data and making data-driven decisions Knowledge of sales, digital marketing and growth marketing techniques and strategies Excellent communication and collaboration skills Ability to prioritize and manage multiple tasks and projects Strong problem-solving and decision-making skills Flexibility and adaptability to change A desire to learn and grow in the demand generation and customer marketing field Our Tech Stack Marketo Demandbase Salesforce Pocus Alyce UserGems Job descriptions can be overwhelming. At Vidyard we are motivated to drive change together and deeply value the unique experiences, abilities and opinions you possess, so if this role sounds like your next adventure, but you don't feel entirely qualified, apply! We value candidates who own it, and if you're relentlessly resourceful too, you might be exactly who we are looking for. As we also value user obsession, we prioritize our users, customers and community so you can expect to hear from our team even if you are not selected to move forward. What You'll Love about Vidyard: Competitive pay Comprehensive, flexible benefits on day one* Wellness

Hiring organization

Vidyard

Job Location

Remote

Base Salary

\$ 65000 - \$ 110000

Date posted

May 29, 2024

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allowance to spend on what's important to you Flexible hours + unlimited vacation + programs to support travel while working, enabling you to live your best life Access to Inkblot, a digital mental health platform + \$1,500/person/year for mental health coverage* Allowance to support your ongoing growth and development Parental leave top-up Paid volunteer hours Employee resource groups to empower and drive change at Vidyard and in our communities RRSP match* Stock options Flexible holiday program Home office stipend Flexibility to work in the place that brings out your best: whether you thrive in the comfort of your home office, or are local to, and prefer the energy of our collaboration space in Kitchener, Ontario, Canada, there is flexibility for all. Although we default to remote-first there will be occasional in-person meetings/events purposefully designed for connection and collaboration. *Benefits described are Canadian specific, if you're located in another country our People team will speak with you about localized benefits for you. Vidyard is an equal opportunity employer. Applicants who require reasonable accommodation to complete the application and/or interview process should notify us at recruitment@vidyard.com. Unsolicited resumes from Agencies will not be accepted. Please mention the word ****ATTENTIVE**** and tag `RMTAwLjI3LjIwNy45Mw==` when applying to show you read the job post completely (`#RMTAwLjI3LjIwNy45Mw==`). 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](https://www.remoteok.com)