

Revenue Marketing Specialist Enterprise

Description

Loopio is a workplace that unleashes learning & growth opportunities for our Loopers. We provide autonomous, challenging work that allows each employee to master their craft. We attract and retain people who are naturally curious, have grit and are eager to grow and build their careers. At Loopio, we genuinely support each other, because true success comes from working as #oneteam. Weâ€™re seeking a creative, enthusiastic, and highly organized Revenue Marketing Specialist to support the growth of our Enterprise segment. In this role, youâ€™ll have the unique opportunity to bring your passion for marketing to life by creating remarkable campaigns and field initiatives. Your efforts will drive new revenue opportunities and leave a lasting impression on the Loopio brand.

What You'll Be Doing Support the implementation of enterprise marketing programs and account-based activities that generate pipeline and grow revenue. Work cross-functionally to coordinate and manage project tasks and deadlines for go-to-market campaigns including, but not limited to, email marketing, webinars, field events, and digital advertising. Collaborate with the sales team to execute tactics that generate leads, engage target accounts, and create opportunities. Prepare compelling copy and create assets for emails, landing pages, digital ads, and more. Adopt a data-driven approach to consistently monitor and analyze program performance, providing insights and recommendations for improvement. Occasionally travel to support enterprise field initiativesâ€”less than 20% of the time.

What You'll Bring to the Team Minimum of 2 years of experience in a B2B marketing role, preferably in a SaaS environment. General understanding of inbound and account-based marketing principles and tactics. Identify as a versatile T-shaped marketer who is skilled in a variety of areas. Experience working in a metrics-driven culture where marketing is accountable for delivering pipeline and revenue performance. Ability to manage multiple projects with intertwining deadlines while staying focused on the details. Familiarity with or readiness to learn marketing automation tools and CRM systems (e.g., HubSpot, Salesforce, and 6sense). Analytical mindset with the ability to interpret data and generate actionable insights. Highly organized project management skills with strong attention to detail. Excellent written and verbal communication skills. Ability to work both independently and as part of a team.

Where You'll Work Loopio is a remote-first workplace because we recognize the advantages of working flexibly. We have two Hub Regions, which means that employees live and work within a 300 KM radius of Toronto (within Ontario) or Vancouver (within British Columbia) and work within regular business hours in their timezone. Loopioâ€™s office headquarters are located in Torontoâ€™s vibrant Kensington Market. All Loopers have the option to work from home. Ontario Loopers have the option to work in the Toronto HQ and BC Loopers may work from our co-working office in Gastown Vancouver. It is whatever works best for you! Youâ€™ll collaborate with your team largely remotely (weâ€™re just a Zoom call away!) while making in-person connections at company events, kick-offs, or for full-team meetings.

Why You'll Love Working at Loopio Your manager supports your development by providing ongoing feedback and regular 1-on-1s. You have tons of autonomy and responsibility: this role provides an opportunity to try new things and push creative boundaries. Youâ€™ll learn more than you thought was possible; our team is obsessed with personal and professional growth (every Looper receives a professional mastery allowance each year). Youâ€™ll be set up to work remotely with a MacBook laptop, a monthly phone and internet allowance, and a work-from-home budget to help get your home office all set up! Join us in regular company socials, AMA (Ask-Me-Anything), and quarterly kick-off to celebrate the big wins and milestones as #oneteam! Youâ€™ll be joining a culture that has thoughtfully built out opportunities for connections in a remote first environment. We have

Hiring organization

Loopio

Job Location

Toronto Hub

Base Salary

\$ 62500 - \$ 105000

Date posted

June 12, 2024

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Employee Resource Groups, House Teams (curious? ask us about it!), virtual yoga, cooking classes and many more moments for us to have fun and learn together! Youâ€™ll be a part of an award-winning workplace and one of Canadaâ€™s fastest growing companies with ample opportunity to make a big impact here!nWe recognize that all too often, potential candidates donâ€™t apply for a position simply because they donâ€™t hit every single criteria included in the job descriptionâ€”particularly members of underrepresented groups. Whether or not your experience checks off all the boxes on a job posting, we still encourage you to apply to ensure that your application receives a review from our team. We understand that a resume can only showcase so much during the applicant stage, so weâ€™ve created prompts in the application for you to share more about yourself. If youâ€™ve made a career transition (or a few!), youâ€™re self taught in a new role, or you have skills/experience youâ€™d like to highlight, we want to hear more about what you could bring to the table. Loopio is an equal opportunity employer that is deeply committed to building equitable workplaces that are diverse and inclusive. We actively encourage candidates from all backgrounds and lifestyles to consider us as a future employer. Please contact a member of our Talent Experience team (work@loopio.com) should you require accommodations at any point during our virtual interview processes. Please mention the word ****LYRICAL**** and tag RMTguMjM3LjlwNC4xMTE= when applying to show you read the job post completely (#RMTguMjM3LjlwNC4xMTE=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see theyâ€™re human.

Contacts

Job listing via RemoteOK.com