

Marketing Manager – Job Description

We are recruiting for a Marketing Manager to join our small but rapidly expanding business to help us build brand profile and increase revenues and market share.

Company Overview

Arctic's mission is to create innovative, affordable and easily accessible audit, risk and compliance software to enable organisations regardless of their size, sector or geographic location to manage risk more effectively.

Arctic is a dynamic young company with huge potential. It has a growing blue-chip client base and development pipeline. Working with global commercial partners, industry associations and major professional services firms, we are seeking to expand our footprint both within Australia and globally.

Role Description

The Marketing Manager will work across a suite of audit, risk and compliance solutions developed by Arctic Intelligence and our joint venture investment AML Accelerate.

The Marketing Manager will report directly into the Chief Operating Officer. The role will be responsible for helping shape and implement the marketing strategy for Arctic and associated brands. The role will be very broad though the significant focus will be digital marketing.

This role could be full or part-time (equivalent to 4 days a week) and would suit a person with a strong work-ethic and desire to succeed.

This a truly hands-on role where, as a member of a small, high-performing team, you will play an integral part in the continued growth of the business.

Key Responsibilities

- Developing and executing marketing strategies, in a B2B, multiple brand environment with a strong emphasis on digital channels.
- Increasing brand awareness through the strategic use of web, email and social media.
- Designing, executing and managing direct marketing campaigns on Hubspot CRM.
- Generating and updating content across multiple websites and social media platforms.
- Analysing and reporting on digital metrics and digital campaign performance.
- Continually improving marketing strategies to meet key objectives.
- Organisation of webinars, meet-ups and other events.
- Working along-side external marketing agencies to implement campaigns.
- Managing public relations activities (i.e. press releases, interviews, media) for all brands.

Required Experience

- Minimum 5 years experience in a marketing role with a focus on B2B and acquisition marketing.
- Have worked for a SaaS business in a small team/start-up environment.
- Knowledge of Risk and Compliance is preferred but not essential.
- Proven track-record in designing, planning and executing marketing campaigns across a variety of mediums to support sales strategies.
- In-depth experience of creating and launching digital marketing campaigns.
- Experience in liaising and working with external marketing and PR agencies.

Required Skills and Attributes

- Tertiary qualification in Marketing (Bachelor's degree or equivalent).
- In-depth knowledge of marketing automation suites including Hubspot.
- Excellent understanding of Google analytics, Google AdWords and SEO.
- Analytical mindset to assess client behaviour and improve campaign performance across all channels.
- Exceptional written and verbal communication skills with excellent attention to detail.
- Ability to effectively engage and liaise with clients, channel partners and all other stakeholders.
- Highly organised with a strong sense of prioritisation and the ability to multi-task.
- Ability to work autonomously within a team environment,
- Proactive, highly motivated personality with a 'can-do' attitude.

Remuneration

As this is a permanent position, candidates must have permanent residency or Australian Citizenship to be considered.

Remuneration will be commensurate with experience.