

Marketing Manager

To apply for this position, click [here!](#)

Are you a results-oriented, creative and data driven marketing pro looking to acquire and nurture prospects to drive marketing-qualified opportunities? Do you want to be a part of an exciting, innovative, and fast paced growing company? Within this position, you will be the tie that binds together product marketing, content marketing, and digital marketing, while focusing on go-to market campaigns to build demand for Calabrio offerings.

WHAT PROBLEMS WILL YOU BE SOLVING?

You will be responsible for driving demand through end-to-end marketing programs, partnering closely with marketing and sales. Be a lead for persona and vertical marketing campaign management to drive qualified leads from a variety of tactics including webinars, email and landing page creation and delivery, tradeshow, paid social advertising, content syndications, advertising partners, SEM, account based marketing and more.

WHAT SKILLS WILL MAKE YOU SUCCESSFUL?

- Strong working knowledge of CRM systems; Salesforce experience preferred
- Experience leading successful inbound and outbound marketing campaigns using a variety of technologies and strategies
- Go-getter attitude who enjoys a fast-paced work environment
- A strong understanding of a complex sales cycle and marketing funnel stages
- Firm understanding of modern marketing activities such as inbound marketing, marketing automation and account-based marketing.

WHAT IS REQUIRED FOR YOU TO APPLY?

- Bachelor's degree
- 4-5 years of marketing experience in a B2B company
- Experience with marketing automation such as Pardot, Eloqua or Marketo

WHAT VALUES ARE IMPORTANT TO CALABRIO?

- Collaboration amongst teams
- Open communication across the company
- Ambitious
- Accountable
- Customer Success

Calabrio, Inc. is an Equal Opportunity Employer that values diversity at all levels. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, sexual orientation, gender identity, disability or veteran status.

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