

Job Title: Marketing Manager

Department: Marketing
Reports To: CMO
Seniority Level: Manager
Employment Type: Full-time

SUMMARY

6Connex, a leader in virtual events software, has an exciting opportunity for a high energy and dynamic marketing leader. 6Connex provides a virtual event platform for companies to deliver an immersive and interactive experience with global attendees. The **Marketing Manager** will apply their skills and marketing experience to support all aspects of marketing communications including branding, digital marketing, event planning, and other initiatives to increase product recognition and drive sales. We are looking for someone ready to put their energy and experience to work, make an immediate impact, and be a part of an exciting future.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The **Marketing Manager** possesses the ability and experience in managing and motivating a team of marketers, while executing marketing plans and implementing digital marketing processes. We are looking for someone with experience in building marketing programs to support specific objectives across different channels and segments in support of our overall strategic marketing plan. Our marketing focus is around digital demand generation strategies through campaigns, AdWords and SEO/SEM, so a strong background in this area is required. This role includes the following responsibilities:

- Support the organization's social media and digital strategy, including content marketing, campaign calendars and presence across digital channels, and work to increase the company's visibility, generate qualified leads, and enhance coverage activities
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- Experience in optimizing and managing a large PPC budget, structuring and organizing campaigns and applying A/B testing methodology and analytics tools
- Competence with content driven marketing campaigns & strategies, with an eye for great emails, Google Ads and landing pages
- Ability to think creatively and innovatively, while being well organized
- Experienced in identifying content relevant outlets for ad placement. Understanding and negotiating media investments proficiently
- Structure marketing funnel strategies and vast experience driving sessions, impressions, generating MQLs and moving them through the funnel
- Compile, analyze, and share digital channel performance data to optimize lead nurturing workflows to convert leads into customers
- Strong problem-solving ability, including metrics-driven thinking
- Budget-management skills and proficiency is a must
- Proficiency in electronic marketing automation software and tools such as HubSpot and Google AdWords

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree preferred
- A master's degree in a relevant field will be advantageous
- At least three years' experience as a marketing manager
- Power user of networking tools such as LinkedIn, Twitter, Facebook and Instagram
- Proficiency in marketing automation tools such as HubSpot
- Proficiency in PPC campaigns and Google AdWords
- Extensive knowledge of marketing strategies, channels, and branding
- Superb leadership, communication, and collaboration abilities
- Strong time management and organizational skills

KEY PERFORMANCE INDICATORS

- Website Traffic to Website Lead Ratio
- Website Lead to Marketing Qualified Lead (MQL) Ratio
- MQL to SQL Ratio
- Cost of Customer Acquisition (COCA)

LOCATION

The position is located at offices in the Tech District in beautiful downtown San Antonio. Strong candidates that are remote will also be considered. We offer competitive compensation, great career growth potential, and a comprehensive benefits package.

ABOUT 6Connex

6Connex is the leading provider of virtual environment solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities. Our product portfolio includes virtual environments, learning management, and webinars that are leveraged by customers such as Salesforce, Blackrock, GE, Unilever, United Way, CA Technologies and BambooHR. For more information, please visit www.6Connex.com.

Job Type: Full-time

Salary:

Benefits:

- Health insurance
- Dental insurance
- Vision insurance
- Retirement plan
- Paid time off
- Flexible schedule
- Parental leave

