

## **Marketing Lead, MRR Soft**

MRR Soft is a cutting-edge company looking for the right person to take the business to the next level. If you are eager to touch multiple facets of marketing while having exposure to the sales function in fast-paced, exciting start-up business, this could be the perfect opportunity for you. At MRR Soft, you will be a key player and will have exposure to the whole business. You will be given important and impactful projects that will make a difference to the company and to your long-term opportunity in the company. Don't miss this exciting opportunity to join our team!

The MRR Soft Inc., Marketing Lead, will own demand generation for eCommerce products and will be responsible for managing the websites, execution of email campaigns, landing page optimization, A/B testing, and ROI analysis. The objective is to quickly drive pipeline growth through marketing qualified leads, then track and report on the results.

### **Responsibilities**

The desired personality traits for the right person for this role will be creative, have attention to detail, strong communication skills and a willingness to own and drive marketing priorities.. The right candidate should have the ability to prioritize in a fast-paced environment.

This position reports to the CEO.

Responsibilities include:

- Coordinate and execute HTML email templates, audience segmentation, quality assurance and deployment of outbound email campaigns.
- Develop and manage the execution of high-impact lead generation campaigns across multiple channels including email campaigns, content syndication and supporting other channels as needed
- Develop, execute and monitor strategic lead nurture campaigns
- Leverage constant contact and MS Dynamics and other tools to produce leads and, cost per lead, etc.

- Manage the development of content required for campaign deliverables (white papers, success stories, webpages, etc.) through internal and/or agency resources
- Align marketing with sales to ensure demand generation campaigns are synchronized with sales strategies and goals
- Work with Sales Development Representatives and Account Executive teams to track and manage lead flow and increase conversion rates at each stage of marketing and sales engagement

### **Desired Skills & Profile**

The ideal candidate for the Marketing Lead will possess:

- 3-5 years of hands-on B2B experience, preferably in a SaaS environment, in inbound and demand generation marketing
- Experience in creating email marketing campaigns, including simple HTML updating within marketing automation software
- Strong communication and presentation skills
- Ability to work successfully in an ever-changing environment with competing priorities
- Outstanding project management and organizational skills
- Strong verbal and written communication skills; ability to think critically and communicate complex information is required
- Provide recommendations for marketing strategy and tactics based on testing and analysis

This position is based in Wauwatosa, Wisconsin.

### **Application Instructions**

Please email a cover letter, resume, and a writing sample to [info@mrrsoft.com](mailto:info@mrrsoft.com)