

Marketing Director

Dive into the forefront of collaborative video technology on a global scale. Pinnaca enables businesses of all sizes, all around the world, to communicate and collaborate in effective and imaginative visual environments. Leveraging video conferencing technology, immersive telepresence, boardroom, desktop and mobile solutions, Pinnaca enables today's workforce to connect anytime, anyplace using any video device. What's our competitive advantage? Pinnaca solutions are wrapped with a best-in-class 24/7 global service and support model, providing the ultimate customer experience.

We're a "Best Place to Work," a "Fastest Growing Company" and "Advanced Partner/Provider," - nominated by our employees, partners and people of our communities. Pinnaca values innovators and entrepreneurs alike who thrive in a fast-paced culture. Join a team of individuals who love what they do and are committed to growing a best-in-class visual communication business.

POSITION OVERVIEW

The Marketing function is global in nature and responsible for developing and executing on programs that create a better everyday experience for all people around the globe that come in touch with Pinnaca.

The primary areas of focus include lead generation campaigns, branding (definition and evolution, awareness and promotion), and delivering relevant and engaging messages to our base, driving outcomes that include engagement, sales, retention, customer lifecycle management.

The Marketing Director is an operational and creative thinker and an expert in getting the most out of the company's resources and marketing automation systems to fuel innovative programs. This person will build and maintain a solid operating team and infrastructure for our leads, database, reporting and analytics. This person will work closely with sales in maintaining responsibility for marketing campaign enablement and performance reporting.

The Marketing Director will implement and manage Pinnaca's marketing needs for brand awareness, inbound traffic generation, lead gen campaigns, website positioning by leveraging sales and marketing automation platforms and encouraging service adoption. This position coordinates with Sales, Sales Operations, Product Marketing, Product Management and Customer Service to support their respective missions, ensuring consistency in our branding and cultivating a robust marketing strategy.

MAJOR DUTIES AND RESPONSIBILITIES

Under minimal supervision, the Marketing Director will play a key management role in marketing Pinnaca's products and services into the marketplace by utilizing professional design and content in implementing marketing, promotional, lead generation and advertising programs.

- **Lead Generation - #1 priority:**
 - Develop strategies to fill the funnel
 - Generate qualified leads into the funnel that convert to sales
 - Develop the lead nurturing strategy that convert to sales
 - Outbound prospecting with sales team
 - Manage and execute all inbound lead generation initiatives through to sales conversion
 - Develop and execute the lead nurturing strategy and campaigns
- **Marketing Guidance:** Reinforcing the wider Digital marketing strategic goals, providing knowledgeable and lead focused input.
- **Communications:** Oversee the planning, creation and implementation of the company's communications plan. Responsible for communicating consistent messages across print, digital and electronic media. Ensure that key, strategic messages are communicated effectively to target audiences by deploying and maintaining communications programs to support demand generation initiatives including nurture tracks for customer and prospect segments, welcome campaigns, customer upsell and cross-sell campaigns, etc. that elevates the effectiveness of company's messaging, brand awareness and services.
- **Content Direction:** Manage the creation, distribution and quality of marketing digital content. Build the brand image strategy and lead all brand marketing initiatives
- **Sales Programs and Campaigns:** Work with sales executives and their representatives to develop, implement and maintain email, digital, social and other marketing/sales programs, automation processes and workflows to enhance partner and sales productivity. Conceive and execute programs / campaigns to increase customer acquisition, retention, and conversion rates. Develop communication plans, segmentation strategies and micro-moment communications. Maintain a perpetual funnel of ideas and in-flight programs that drives revenue growth on an on-going basis.

- **Direct Marketing:** Oversee the development and implementation of direct marketing programs to raise the levels of customer acquisition, retention and cross/up-selling. Manage the design of campaigns, digital media, social media, email, websites, and marketing collateral. Monitor and report on return-on-investment goals, testing plans and segmentation strategies while maintaining approved assigned ad campaigns and all the necessary workflows and landing pages supporting the campaigns.
- **System Integration:** Oversee the integration and management of marketing automation tools (Hubspot) with the company's Sales platforms (Salesforce and Ranking), social media, email marketing, data sourcing, SEO, sales workflows and other marketing platforms.
- **Analytics:** Manage systems designed to analyse and increase customer value. Generate marketing lists; segmentation, contact, and testing plans; and campaign reports. Monitor effective benchmarks for measuring the impact of website, search engines, social media programs and digital marketing programs. Boost rankings and results by making consistent revisions to structure, copy and design. Manage the lead monitoring program from initial contact through revenue.
- **Communication Approval:** Review and approve designs and layouts for website, prospect communications, digital campaigns, online interfaces. Manage content and web tools including product/service/technology information, customer success stories, features, demos, interactive diagrams and video streaming.
- **Event Management:** Oversee the planning, development and execution of programs to participate in industry events. Agree yearly events to attend,
- **Other:** Manage contractors and vendor relationships. Identify content and web tools appropriate for different audiences. Accomplish organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments. In accordance with ISO27001, you are required to abide by our security policy.

EDUCATION AND SKILLS REQUIRED

- Bachelor degree or equivalent work experience
- Excellent international marketing experience with strength in NA, UK and AsiaPac markets
- Building lead generation strategies and execution that drives sales results
- 5+ years of experience as a marketing executive with a focus on B2B

- Exposure and experience with global businesses and high growth tech startups
- Proven ability to increase sales, develop new business, and execute marketing campaigns
- Experience developing and implementing content marketing and brand image strategies
- Experience managing teams
- Creativity, initiative, and a go-getter attitude
- In-depth working knowledge and understanding of marketing platforms
 - Website design and content (preferably WordPress)
 - Comprehensive marketing tools (preferably HubSpot)
 - CRM platform (preferably Salesforce)
 - Social Media platforms
 - LinkedIn marketing
 - Google Analytics
- Working knowledge of Lead Gen and Advertising programs
- Strong copywriting skills and the ability to communicate complex ideas
- Strong management, administration and organizational skills
- Ability to manage marketing content creation and strategy
- Ability to identify, manage and communicate project progress with key stakeholders
- An understanding of video communication technologies and services