

Company overview:

Gravy (www.allgravy.io) is powered by a team of people who are passionate about helping business owners succeed and dedicated to solving the biggest inefficiencies in their business. We believe in the human touch as a way to make better customer experiences happen. At Gravy, we are on a mission to create an affordable, more efficient way for businesses to engage and manage failed payments AND bring the human element back to the cold world of automated, digital communication.

When you're considering a career move, you hear a lot about "core values" from prospective employers. At Gravy, our core values aren't a slogan printed on a coffee mug. We live them, every day. We have a "work hard, play hard" mentality and see working here as more than just a job – it's about being a part of something. Not only do we love what we're doing for businesses all over the world, we actually like working with each other.

Position overview:

Are you passionate about digital marketing, lead generation, and growth hacking? We're looking for a super bright, energetic self-starting Marketing Manager who wants to be a major contributor in a small, close knit crew – someone who loves a challenge, has a strong balance of digital marketing and technology skills, who loves the art and metric-driven science of marketing, and knows how to use digital marketing strategies to get new clients in the door. The Marketing Manager will own revenue marketing for a fast-growing, dynamic services company.

Primary duties and responsibilities:

- Define overall demand generation strategy and ensure it is aligned with overall business goals
- Create and track lead-conversion metrics and digital scorecards across all campaigns
- Develop, execute, and measure a series of effective demand generation programs that positively impact pipeline development, revenue, and profitability. These might include SEO, SEM, content marketing, video marketing, online marketing, nurture programs, social media, blogs, syndication, events, and any effective combination of these initiatives.
- Communicate effectively with the senior leadership team on an ongoing basis to ensure successful follow-through of all qualified opportunities as well as identifying and researching key contacts and individuals at target accounts.
- Create specific campaigns leveraging a variety of different vehicles (including e-mail, social, digital engagement, etc.) and then refine demand based upon the results of each activity in each target market.
- Proactively assess, clarify and refine demand generation programs on an ongoing basis, looking at metrics for response rates, pipeline growth, conversion rates, and ROI.
- Build a strong team by recruiting top marketing talent with various skill sets.
- Look for opportunities to collaborate with partners as a way to help drive demand and generate leads, when appropriate.
- Implement testing methodologies to enhance the demand creation process, including response and conversion rates and multivariate testing

Key performance indicators:

Gravy is a results-oriented team and the most important metric for this role will be qualified leads measured by phone appointments. Other key metrics will be established and agreed upon based on the direct response and content marketing strategy established.

Position requirements:

- Must be a high character individual who operates above reproach.

- Must be a bold problem solver with energy, hustle, resourcefulness and drive who has courage to push through fear.
- 7-10 years of successful progressive experience with at least 2-4 years leading inbound marketing and demand generation within a fast growing organization.
- Experienced in leading the marketing strategy to grow a 7-figure company to 8 figures
- Must demonstrate strong curiosity for new marketing trends and best practices that apply to Gravy's target market
- Strong experience in digital and content marketing, including email marketing campaigns, web marketing, social media, and SEO/SEM.
- Outstanding analytical ability and strong written and verbal communication skills.
- Ability to analyze data and pipeline reports while identifying next-steps to address any gaps or weaknesses.
- Strategic thinker with the capacity to execute on a detailed level with a passion for success
- Ability to effectively prioritize and manage multiple projects.
- Professional team player with strong leadership, communications, and interpersonal skills.

Why work at Gravy?

Gravy employees are the best and the brightest in the industry. By combining an upbeat entrepreneurial culture with founders with an uber-successful track record, we've created a unique environment that attracts, retains, and rewards talented professionals. When you work with Gravy, you'll grow to recognize our team member's names and voices as we accomplish your goals. We offer the following incredible benefits:

- Office space at Vickery Village in Cumming, Georgia.
- Health benefit stipend
- Casual dress all-day, everyday
- Telecommute and WFH days
- Rhythm, cadence, strong culture, and super bright future

Contact:

If you're interested in this position, please complete form at allgravy.io/unicorn