Our innovative and growing company is looking to fill the role of inbound marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for inbound marketing manager

- Grow leads by converting website traffic through calls-to-action, landing pages and inbound lead generation content assets and offers
- Optimize marketing automation and lead nurturing processes
- Drive content creation for use in inbound campaigns, including social, blog and web
- Own and drive PDG's Outbound and Inbound marketing programs and execution
- Define annual PDG marketing calendar (events, external collateral, regular newsletters, press releases Inbound activities) and budget
- Develop key marketing messages and thought leadership narratives around PDG-based products and business (including partner newsletters, whitepapers, website updates, social media) working closely with PDG's Product Marketing (PMM), Solutions Marketing (SMM) and Tech Marketing (TMM) teams
- Own and develop executive/elevator sales pitch event collaterals (eg booth rolling slides, brochures/handouts) with support from PMM, SMM and TMM teams
- Coordinate PDG's overall marketing plans, strategies and priorities with Enterprise Marketing and Regional Marketing teams
- Managing relationships with industry press and analysts, with the goal of extending visibility of PDG's latest products and services
- Work closely with key PDG spokespersons to help bring consistent and

Qualifications for inbound marketing manager

- Minimum 2 years in marketing or communications required
- SEO, SEM experience
- Active involvement with at least 2-3 large scale web site or other technical development projects, from conceptualization and design through development, QA and launch
- A minimum of 10 years in web/software-related production experience
- Experience deploying mid-sized content management systems, including customization based on user requirements
- Experience working for a mid to large-size web consulting agency or the new media division of a major entertainment company preferred