Our innovative and growing company is looking for a program manager, marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for program manager, marketing

- Build analyses and recommendations for generating a healthy customer pipeline for new product launch
- Wrangle and Query raw data from multiple sources and synthesize into business insights
- Communicate data analysis, experiment design, and learnings throughout the marketing org cross-functionally
- Understand the platform, the Contributor audience, and identify opportunities for growth
- Develop and execute campaign marketing strategy with our sales team, that deliver against business goals and objectives
- Be an extension of our AppExchange recruitment sales team - know their mission, challenges, and opportunities and constantly bring innovative marketing campaign ideas to bear to help them succeed
- Collaborate with cross-functional teams to design and execute actionable & integrated recruitment marketing plans
- Support all field marketing initiatives and 3rd party events
- Plans, organizes and coordinates the design and delivery of assigned marketing programs and their communications to ensure accomplishment of sales, financial and budgetary goals
- Works with internal and external stakeholders to develop and implement communication programs and initiatives

- Demonstrated ability with analytics tools and proficiency with Salesforce.com, and Microsoft products including Word, Excel, PPT
- Strong program and project management
- Global thinker - Understand role of one's work within larger context of business goals and environment and make suggestions accordingly
- This person should possess excellent verbal and written communication skills
- Domain knowledge and experience in multichannel/digital marketing is preferred
- Strong negotiation skills and proven abilities to influence without authority