



<b>JOB TITLE:</b> Director of Marketing	<b>DEPARTMENT:</b> Marketing
<b>FLSA STATUS:</b> Full Time Exempt <b>REPORTS TO:</b> <b>LOCATION:</b> Springfield, MA	
<p>This is a unique chance to lead marketing for a rapidly growing software company that is at the forefront of Industry 4.0. We are looking for an ambitious and creative marketing leader to manage all aspects of our marketing, from strategy and planning to content marketing, demand generation, public relations, and web. The ideal candidate will be able to bridge from strategic conversations to tactical execution and thrive working in a fast-paced environment that puts a premium on innovation and collaboration.</p> <p><b>DUTIES AND ESSENTIAL RESPONSIBILITIES</b></p> <p>Additional duties may be assigned.</p> <ul style="list-style-type: none"><li>• Developing and executing best-in-class marketing programs to support the company's business goals.</li><li>• Scaling demand generation, content marketing and marketing automation to attract and capture better prospects to achieve new customer acquisition goals.</li><li>• Managing the company website to ensure content, design and functionality is fresh and attracts interest from new prospects.</li><li>• Managing paid and organic search programs to continuously drive new targeted users to the company's web properties.</li><li>• Developing and executing communications programs to build awareness and credibility among targeted media, industry analysts, and other industry influencers.</li><li>• Defining and executing event and trade show strategy and owning the execution to ensure awareness and lead generation goals are achieved.</li><li>• Managing social strategies to increase visibility and credibility of the company, while increasing engagement and attracting new business opportunities.</li><li>• Collaborating with Sales to grow lead generation opportunities from both new and existing customers, and developing the tools, materials, and presentations to enable Sales to meet their revenue goals.</li><li>• Managing, tracking, and reporting on marketing performance, while using data analytics to continually improve demand outcomes.</li><li>• Designing, developing, and implementing new systems and processes to enable scale.</li></ul>	

- Managing agency partners and independent content creators; over time, building out a team of marketers including recruiting, hiring and developing top talent.

#### QUALIFICATIONS:

- B2B marketer with 7+ years outperforming expectations
- 5+ years of managing agencies to a higher level of performance
- Strategic thinker who likes getting their hands dirty writing copy, building presentations, hosting podcasts and webinars, or whatever needs to get done
- Experience in industrial manufacturing or software preferred
- CMMS or EAM knowledge a plus
- Working knowledge of HubSpot and WordPress preferred
- Excellent communicator and collaborator
- Strong project manager with mastery of the details
- Bachelor's degree in Marketing, Business, or a related field

#### TRAVEL REQUIREMENTS

TBD

*LLumin, Inc is an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.*