



Job Title: Marketing Manager

Job Location: Remote (Work from home), with travel to events as required

Agilea Solutions is a rapidly growing, energetic consulting company with a fun, fast-paced team environment. In this innovative company you will bring us your passion to develop effective marketing strategies, your strong technical skills to implement a variety of digital marketing campaigns, and we will provide you with the opportunity to manage and deliver marketing solutions to help drive engagement and grow our customer base.

We help clients ensure their Workforce Management (WFM) systems can respond to rapidly changing business needs and deliver more effectively. Timekeeping, Time Off management and Scheduling are not only key components of WFM systems, but they are crucial business processes for our enterprise clients. Our TestAssure automated testing software (www.testassure.com) delivers value to our clients by helping them properly test their WFM systems to ensure those systems continue to deliver accurately and with precision. We are looking for a Marketing Manager who can lead all aspect of marketing our TestAssure software to enterprise organizations and our partners.

Position Summary:

The Marketing Manager position is responsible for providing strategy, leadership and execution throughout the marketing lifecycle including planning, design, execution, and analysis. This position will collaborate with the leadership team to implement digital solutions to drive engagement, increase leads and grow our customer base.

Essential Duties & Responsibilities:

- Develop strategies and tactics to increase TestAssure brand awareness and grow qualified leads
- Design and implement marketing campaigns using a variety of digital channels
- Develop and manage all marketing material, including the creation of content for our website and blog
- Develop and manage an annual marketing budget
- Measure and report on the performance of marketing campaigns
- Plan, organize and attend key trade shows and marketing events as necessary
- Build strategic relationships as necessary with customers, key partners and other vendors
- Work with Agilea’s leadership team to set quarterly objectives (OKR's), then track, manage to, and report on the OKR's defined for each quarter
- Ability to manage multiple tasks, work in a team environment and work remotely
- Ability to estimate time required to complete a task, communicate progress, and deliver to milestones
- Good oral and written communication skills

Preferred Expertise and Skills:

- Post secondary degree in a Marketing related discipline OR 5+ years of relevant experience in a B2B setting
- Experience creating marketing strategies, campaigns and marketing plans
- Proven experience in identifying target audiences and in creatively devising and leading marketing campaigns that engage, educate and motivate
- Experience with the latest digital marketing trends and technologies, including but not limited to LinkedIn Ads, Hubspot, SEO and website analytics tools