



Title: Senior Marketing Associate
Reports To: Director of Marketing
Start Date: TBD

Job Description:

Raven360 is seeking an experienced Sr. Marketing Associate to assist us in our overall B2B marketing efforts. This is a sole contributor role, and a key member of the marketing team. You will be an integral part of the development and execution of marketing plans to reach brand awareness and revenue targets.

This role requires a competent marketing professional able to grasp buyer behavior trends and generate creative ideas. You should also be well-versed in specialized marketing concepts, principles and tactics.

Responsibilities:

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.
- Conduct market research and analyze trends to identify new marketing opportunities as instructed by manager.
- Develop and create marketing materials and ensure brand guidelines are met.
- Write, proofread, and edit creative and technical content.
- Work with external agencies and vendors to execute marketing programs.
- Brainstorming and developing ideas for creative marketing campaigns.
- Assisting in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.).

Requirements:

- Bachelor's degree in business administration, marketing, communications, or a related field
- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as, Google Analytics, CRM systems (HubSpot), and content management systems
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary