



Title

Director of Marketing

Location

Denver, CO

Description

The TrackX Director of Marketing is responsible for the development and implementation of the marketing and branding strategy in order to attract potential customers and retain existing ones.

Responsibilities

Messaging and Collateral Creation

- Lead the development and implementation of brand identity and messaging across all marketing platforms
- Work with sales and business development teams to create sales collateral in line with brand identity
- Manage the implementation of marketing collateral with sales support tools
- Oversee the operation and design of the TrackX website including messaging
- Educate TrackX team on marketing goals and brand identity

Inbound Marketing Deployment

- Develop and write thought leadership pieces and case studies to execute content-driven marketing
- Identify and grow target audiences
- Create efficiencies and implement best practices within Pardot inbound & outbound marketing account

Public Relations

- Offer advice to develop innovative and unique public relations and communication strategies
- Create and distribute press releases using industry guidelines and best practices
- Oversee social media marketing platforms for amplification of content and brand
- Advise team on applicable conferences, meetings, and conventions

Relationship Management

- Work with CEO and investor relations team to create Investor Relations (IR) collateral in line with IR goals including press releases, PowerPoint decks, and other IR collateral
- Manage marketing agencies, developers, and other service provider relationships

Qualifications

- Bachelor's Degree in Marketing, Communication, Business Administration, or related field
- 3-5 years' experience
- Proven project management skills
- Very strong written and oral skills
- Experience with inbound marketing platforms such as Hubspot, Salesforce, Pardot or Marketo
- Understanding of traditional and emerging marketing best practices
- Experience in Supply Chain and/or Enterprise Software Industries is a plus