Digital Marketing Manager

The Company

BeyondLive has reimagined events. Our mission is to help brands extend their reach by elevating their digital experience portfolio. Our roots are from the live event and conference world and we've designed an immersive 3D digital platform. Through our highly scalable platform, participants are able to learn, engage and connect from anywhere in the world. We offer a range of solutions for hybrid events, digital events and conferences. Our approach is to work with both emerging and established brands to produce world class engaging digital experiences by utilizing a highly skilled and creative team augmented with a broad range of resources and alliances.

The Opportunity

We are searching for a highly-creative Digital Marketing Manager to lead our marketing team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is help grow our brand's influence while also increasing brand loyalty and awareness. Your duties will include planning, implementing, and monitoring our digital marketing campaigns across all channels. You will work closely with the sales team to ensure that marketing campaigns align with the sales initiatives along with analyzing marketing trends in the industry. Our ideal candidate is someone with experience in digital marketing, social media management, brand strategies, marketing collateral, website management and lead generation.

Job Description:

- Drive global digital advertising campaigns across all major paid search and social channels.
- Develop, improve and present strategies and plans to support each product and attain key metrics for new customers and revenue.
- Work closely with the content, website and design teams to produce necessary assets for success.
- Deliver weekly and monthly reporting dashboards and post campaign analysis.
- Drive creative strategy, best practices and messaging for all online media.
- Define the product roadmap and requirements for new features.
- Oversee and manage marketing and sales technology systems.
- Facilitating the success and marketing efforts to assist sales in attaining their revenue goals.

About You:

- A BS/BA in marketing, business, advertising, or another related field.
- 5+ years of SaaS digital marketing experience in the industry.
- In-depth knowledge of various social media platforms, best practices and website analytics.
- Highly creative with excellent analytical abilities.
- Effective communication skills and adaptable communication style for interacting with team members and clients.
- Time management and organization skills in order to plan and execute both large and small marketing projects and initiatives.
- Leadership skills to motivate team members and manage conflicts.
- Analytical and problem-solving skills for coming up with ideas to increase demand for products and services.
- Proficient working with Salesforce and CallTrackingMetrics.

BeyondLive offers a fast-paced fun work environment with an incredibly diverse range of clients. We are an energetic and creative bunch and have a reputation for excellence. In addition to providing a first-class office space, we offer the following:

Compensation & Benefits

- Competitive Salary
- Medical, Dental and Vision Insurance
- 401K Plan
- Paid PTO Program
- Onsite gym and recreation room
- Growth opportunities

Please submit your resume to Recruiter@BeyondLiveX.com to be considered for this role.