

# EqualLevel

## VP of Marketing

### Overview

As a rapidly growing SaaS company, we are seeking a self-driven VP of Marketing to scale our strategic marketing efforts and vision. The VP of Marketing reports directly to the CEO and is expected to lead the creation, development, and execution of integrated marketing strategies to elevate our brand and drive company growth.

### Requirements

- Must have 4+ years of experience in software/SaaS digital demand generation.
- Track record of measurable success in developing and growing pipeline through innovative campaigns and programs to scale company growth.
- Experience in partnering with Sales to find effective and efficient ways to drive pipeline.
- Management skills and hands-on approach with integrated campaign development and execution.
- Good communication and interpersonal skills BSc/BA in business administration, marketing, communications, or relevant field
- Knowledge of eCommerce, Procurement, and Change Management within a B2B SaaS business model.
- Experience working in a fast-paced startup environment.
- Experience with digital and traditional marketing and use of marketing automation
- Experience with using marketing analytics to make data-driven decisions.

### Responsibilities

- Collaborate with leadership on overall trajectory and growth of the organization
- Review, improve and develop reporting sets for marketing function to monitor overall performance
- Represent the marketing function, and deliver reporting sets in leadership meetings
- Work collaboratively with CEO in the research, identification and development of new marketing opportunities through trade shows, conferences, partnerships, associations, and competitors
- Supervise the design and development of company & partner marketing and sales materials such as one-pagers, paid + organic digital campaigns, landing pages, email campaigns, PR, promotion programs, trade show materials, webinar topics & guests
- Design and execute complex, end-to-end marketing campaigns that deliver results measured in MQLs and pipeline.
- Penetrate our target geographies and segments with the right mix of targeted marketing and programs in partnership with Sales.
- Motivate team members to produce quality materials within tight timeframes and simultaneously manage several projects.
- Develop and maintain in-depth knowledge of the EqualLevel and competitor solution offerings
- Serve as a thought leader and strategy driver for the team along with the CEO and fellow leadership team.
- Tactical Design, plan and execute effective strategies for completing projects and marketing campaigns on time (manage roadmap projects to completion).
- Stay up to date with the latest technology and the latest best practices (by attending marketing conferences or educational programs).

Email résumé to [info@equallevel.com](mailto:info@equallevel.com) to apply.



office 301.560.1492



[equallevel.com](http://equallevel.com)



[info@equallevel.com](mailto:info@equallevel.com)



11140 Rockville Pike  
Suite 100-350  
Rockville, MD 20852