

March 31, 2022

POSITION

Marketing Manager

REPORT

Director of Marketing

FULL TIME / PART TIME

Full Time

LOCATION

Bethesda, MD

DURATION

Permanent Position

ABOUT NOVOLYZE

Novolyze is a rapidly growing company that empowers the food & beverage industry to enhance food safety & quality performance in a rapidly changing environment. We offer application-driven, tech-enabled solutions to activate a groundbreaking, holistic approach to food safety and quality. We leverage the power of IoT and cloud computing to unify food safety and quality data, transform them into actionable insights, and enable real-time decision-making.

Our team is composed of experienced food safety & quality professionals offering cross-functional expertise in microbiology, process engineering, risk assessment, SaaS solution engineers and many others. At Novolyze, we all share the same passion for making the foods we eat everyday safer while improving the sustainability of food production systems. Our values encompass Customer Success, Boldness, Team Spirit, Agility & Impact.

Novolyze Inc. provides competitive compensation, and a benefit package that includes comprehensive medical, dental, and vision plan, 401(k) plan, and unlimited paid time off.

If you have a desire to grow with a dynamic company, make a major difference within the organization, and thrive working in a fast-paced environment, then this opportunity may be for you.

JOB DESCRIPTION

As an integral member of the marketing and demand generation team, the **Marketing Manager** is responsible for designing, executing, and measuring omnichannel marketing campaigns that build Novolyze's position as an expert and thought leader in the food safety and quality industry, and that attract highly qualified enterprise leads for the sales team. The role includes demand generation, product marketing, corporate marketing, and field marketing responsibilities. This position works closely with the sales team, and many other teams in the organization, as well as with external stakeholders and vendors.

Qualifications:

- Bachelor's degree in Business or Marketing or equivalent combination of experience/training
- 3-5 years of B2B SaaS marketing experience, ideally within a company selling technical solutions
- Proven experience in creating successful marketing campaigns that engage, educate, and motivate
- Knowledge of marketing and sales automation tools (HubSpot and Salesforce preferred)
- Comfortable working with data and numbers, making sense of metrics and using Excel
- Team player with excellent people and management skills to work and interact with cross-functional groups within and outside the company
- Excellent verbal and written communications skills
- Up to date with the latest B2B marketing best practices and trends
- Ability to manage and prioritize workload to focus on activities that deliver the greatest value to the organization
- Ability to translate market and internal data into actionable insights.

RESPONSIBILITIES

- Develop strategies and tactics to grow Novolyze's lead and prospect pipeline
- Assist in building our go-to-market strategy, including product marketing and sales enablement materials
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Use a variety of channels, including, events, webinars, email marketing, social media, and performance marketing to generate leads and grow website traffic.
- Produce valuable and engaging content for our emails, website and blog that attracts and converts our target audience
- Manage Novolyze's presence at in-person and virtual events and webinars
- Establish and manage stakeholder and vendor relationships
- Measure and analyze results and adjust campaigns accordingly

APPLICATION

If you are interested in this position, please send your CV + cover letter to talents@novolyze.com

Novolyze prohibits all discrimination and encourages diversity in all forms. Novolyze is committed to respecting the diversity of its employees and to providing them with an inclusive work environment.

