

Position: Account- based SaaS Marketing Specialist

Rosterfy is a global leading, end to end workforce engagement SaaS platform. We exist to connect communities to events and causes they are passionate about through our workforce management technology.

As winners of the Australia 'Fast Growth' Sport tech business award in 2019, we are rapidly growing with clients across APAC, the USA, Asia and Europe. Our SaaS platform supports global organisations including not for profits, education, local government, sport and major events to better recruit, engage and retain their volunteers and workforce. Previous clients have included the past five consecutive Super Bowl's, British Heart Foundation, London Marathon, Birmingham Commonwealth Games and World Expo. With our head office based in Melbourne and offices in Geelong, Denver, London, Manchester and Dubai, we are a young, vibrant and passionate team driven to unite communities globally!

The Role

Reporting to the Global Marketing Manager, the Account-based SaaS Marketing Specialist will play a critical role in delivering annual and long term marketing plans and brand strategy, inline with Rosterfy's KPIs. Key responsibilities will include creating marketing content, managing campaigns, generating demand and building new audiences, tracking performance and elevating the brand to enhance initiatives.

In particular the Account-based SaaS Marketing Specialist will be responsible for concentrated Enterprise lead generation and nurturing campaigns through email marketing, conference planning and webinar coordination.

The successful candidate must have a minimum of 4-5 years experience with strong communication skills and be confident creating and delivering marketing content including blogs, press releases, case studies and product features. The candidate must be based in Denver, Colorado and have experience working with a SaaS organization.

Key Responsibilities

- Strong understanding of content marketing and application across multiple channels.
- Support the marketing department by coordinating and scheduling the creation of website content including Rosterfy's blog articles, press releases, product features and case studies.
- Find high-value Enterprise accounts to target including time spent developing growth strategies from your findings.
- Develop and execute Enterprise account strategies to support account-based selling.
- Manage and create content for outbound email marketing campaigns specific to driving Enterprise level leads.
- Identify the most effective marketing materials, channels, and messaging for key accounts.
- Ensure alignment of marketing and communications campaigns with strategies, ensuring campaigns are planned, implemented, managed and evaluated in accordance with our vision and purpose.
- Conduct market research to identify marketing opportunities and key growth areas in our Enterprise markets.
- Contribute meaningful ideas to the wider marketing team to drive revenue and new acquisition targets
- Identify and analyze competitors
- Assist with Rosterfy's social media channels (Facebook and LinkedIn) including curating the content calendar, posting updates and responding to comments and messages
- Develop branded collateral (flyers, one pagers, signage) inline with our marketing strategy.
- Play a key role in organising webinars, conferences, trade shows and other events, taking the lead on specific projects where required.

- Contribute ideas and concepts for marketing programs designed to promote and grow the brand.

Required Skills and Experience

- Bachelor's degree in Marketing, Public Relations or Communications with a minimum of 4-5 years experience implementing marketing or communication campaigns
- Creative mind with superb written and verbal communication skills with strong attention to detail.
- Proficient in Microsoft Word, Excel.
- Experience using Content Management Systems (CMS) services (preferably Hubspot)
- Experience using Email Marketing software (preferably Hubspot)
- Experience organising and managing webinars (preferably Zoom)
- Ability to work autonomously
- Passionate and committed
- Critical thinker with strong problem solving and research skills
- Ability to work under pressure and meet strict deadlines

Desirable Skills

- Experience with Canva with the ability to create and design branded content
- SaaS experience in similar industry

Perks of the job!

- We are a young, growing company with big global ambitions. You will be working to support a number of the biggest organizers in this region.
- A role with autonomy within a globally recognised, purpose driven, growing company.
- Professional development opportunities.

Work Location: 3000 Lawrence St #27, Denver, CO 80205 - Flexibility for home work life balance to be discussed through interview process

Salary: Salary Negotiable