

## Growth Marketing Manager - B2B SaaS Tech Co

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Company: Right Calibre

Location: dubai

Category: other-general

Responsibilities In this role you will be responsible for working crossfunctionally with multiple internal stakeholders to build and deliver product launch campaigns and define strategies for highlighting new Themis functionality As a SaaS focused Growth Marketing Manager you will be required to Work closely with the CEO Sales and Product teams to roadmap strategic growth Drive BB customer acquisition and retention Create intimate and lasting relationships with audiences and customers Lead the digital presence (SEO PPC Email and Social etc) Take on brand identity awareness and recognition Research write and publish content for blogs whitepaper web and more Develop and deliver endtoend campaigns Develop sales and product marketing collateral Develop and integrate regional marketing strategies (events digital PR and more) Analyze campaigns consumer trends and the competitive landscape Influence educate and prompt senior colleagues on the benefits of marketing Positioning & Segmentation Define product positioning with the segmentation of customers and prospects that helps shape the marketing message and further define our ICP Enablement & Content Creation Work closely with the sales team to develop and manage resources to position and sell our solutions Qualifications Min years BB SaaS/Technologybased marketing experience Energy enthusiasm passion and commercial awareness Demonstrable ability to create excitement both internally and externally Solid understanding of modern (digital) marketing techniques (PPC SEO HTML CSS) Acquisition and lead generation experience Selfmanagement and accountability with solid leadership skills Experience using automation and analytics tools HubSpot Social Analytics Experience within a fastchanging startup or similar environments (flexibility) A positive forwardlooking

mindsetTo be successful in this role we are looking for someone who will championCustomer Market & Competitive Analysis Work closely with thought leaders and crossfunctional teams (most notably sales and product) to understand customers and competitors better to guide marketing initiatives sales positioning and product directionExcellent Salary Benefits with progressive & fast paced career growth opportunities Amazing work cultureRemote Work No

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