

Growth Marketing Manager - Americas New York, \$Competitive.

Overview

Working closely with the marketing team, based in London and the CRO – Americas, based in NYC, we are looking for an exceptional individual to establish and expand our marketing efforts in North America, while helping us win hearts, minds and markets with timely communications and campaigns that rise above the standard.

About the Role

As Imagen's **Growth Marketing Manager - Americas** you will take responsibility for growing and managing our presence in the North American market. This role blends the unique combination of local finesse with global support. You'll identify scaling opportunities, ideate and launch local marketing and PR initiatives as well as execute global integrated, multi-channel marketing campaigns. You will need to operate with a high degree of autonomy while collaborating globally and combine getting things done with striving for quality and constant growth. You will be a key member of the marketing team developing and driving the local strategy and execution of both awareness and growth marketing initiatives. In this role you will:

- Intimately understand our North American audiences, their needs, hopes and aspirations and how we can be their partner of choice
- Identify growth opportunities and define and develop a US marketing strategy together with the CRO and the Marketing Director
- Work cross-functionally across the business, and within the global marketing team, to grow our North American business through multiple marketing channels, including content, ABM campaigns, social media, SEO, referrals, lifecycle and performance channels
- Refine and deploy our brand voice and messaging for North America
- Leverage data to inform your strategic decision making and establish strong metrics for measuring results across all marketing channels
- Collaborate with external agencies and vendors to complement and build upon our internal resources.

About you

With an analytical and inquisitive mind and a passion for leveraging data to understand performance and identify opportunities for growth, you will be confident at managing multiple projects and be able to prioritise your workload accordingly. Ideal candidates will have:

- 8+ years' experience of progressive marketing experience in tech / SaaS businesses
- Strong track record of digital marketing and driving growth
- Previous exposure working with intent data and account-based marketing strategies.
- Excellent written communications with the ability to produce compelling content and develop persona-based content strategies.
- A commercial mindset, highly quantitative, with lots of analytical experience.
- Experience in working with and managing senior stakeholders.
- Fully engaged in marketing and industry trends.

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- Strong attention to detail, quality and accuracy are required.

About Imagen

Located in New York, London and Cambridge, Imagen is a world-leading SaaS video management platform provider that enables global Sports, Media and Enterprise organisations to access, distribute and manage their complex content intuitively. We are backed by leading VCs Cambridge Innovation Capital, Downing and Guinness.

The package

We offer a competitive salary as well as private healthcare, matching 401k, and other benefits.

If you are interested, please forward your CV to dominik.elmiger@imagen.io