

Position

# Director of Marketing

## Introduction

Our decision to build the industry's leading monetization platform was driven by the belief that all industries are facing disruption - digital and physical goods are being sold on a subscription basis, on a consumption basis, and in a variety of other formats. BillingPlatform was built to give enterprises a flexible and scalable platform to monetize the customer relationship using virtually any variable.

Successful years of product development and customer feedback, aided by leading venture funding (Columbia Capital) and we have built the industry's most powerful, cloud-based monetization platform, able to manage any the spectrum of quote-to-cash processes including modeling, quoting, mediation, rating, billing, A/R, revenue recognition, and more.

Our customers quickly implement innovative new business models, drive efficiency through a solution that easily molds to their unique processes, and remove the constraints associated with legacy applications and manual intervention.

We've been recognized as leaders by industry analysts, have earned the trust of Fortune 500 companies, and we are growing. Working remotely or from our company HQ in Englewood, CO, we are seeking bright, enthusiastic and creative professionals looking to displace antiquated processes and technology, and reimagine an industry.

## Role Description

BillingPlatform is seeking a Director of Marketing to join its team reporting into the VP of Marketing. You will be a critical member of the BillingPlatform team with key responsibilities for demand gen and digital marketing. You are results-oriented, enthusiastic and flexible.

You will be joining a small, but growing marketing team so you should enjoy both strategy development and execution.

## Responsibilities

- Lead demand generation campaign development and execution
- Optimize email marketing, social media and content to improve performance and accelerate the sales cycle.
- Lead or manage agency efforts around SEO, SEM, and display advertising campaigns
- Collaborate to improve the quantity and quality of leads from across all marketing channels

- Continually enhance the web experience using latest digital tactics to increase traffic, page views and duration.
- Manage the overall content marketing strategy and collaborate with content developers to create high-quality content
- Collaborate with sales, product, and executive teams to ensure the digital and demand gen plans support our goals.
- Develop new marketing dashboards that provide insights for senior leadership

## Experience

- Proven track record of driving revenue growth and working closely with sales
- 5+ years of B2B marketing experience across a variety of channels including running demand gen campaigns to acquire leads and new customers.
- Experience with major social media platforms (e.g. LinkedIn, Twitter, Facebook)
- 3+ years of experience with marketing automation platforms (HubSpot preferred), Salesforce, and other digital marketing tools (E.g. Google Analytics, Google Ads, Google Webmaster tools)
- Experience defining and testing messaging in marketing campaigns
- Ability to successfully drive projects with minimal guidance
- Proven creative thinker that can generate and execute on innovative marketing ideas.
- Proven track record in working successfully in a fast paced environment to effectively manage multiple projects
- BA/BS in Marketing or related field required
- Strong digital marketing background preferred with expertise in SEO, paid search, and website optimization
- Experience in the software/tech industry preferred

Individuals joining  
BillingPlatform will  
receive:

- Competitive Salary
- Remote work/ flex work
- Full Health Benefits
- Unlimited PTO
- 401(k) access
- Equity

BillingPlatform provides equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, pregnancy, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law.