

Digital Marketing Manager

As the Digital Marketing Manager at 1touch.io, you will play a key role in optimizing the performance of our digital marketing strategy. This position offers a unique chance to make a global impact, as you will be contributing to a program that spans North America, Europe, and beyond.

Reporting to the VP of Marketing and working closely with Sales Operations and Growth Marketing, your primary responsibility will be to develop and execute data-driven digital marketing strategies. These strategies will aim to increase awareness, engage customers, generate leads, and achieve revenue and business objectives for the company.

Key Responsibilities

Marketing Process Optimization:

- Streamline marketing workflows, processes, and systems to enhance efficiency and drive better results.
- Oversee lead scoring mechanisms and make recommendations for improvement in Marketing Qualified Lead (MQL) identification.
- Monitor emerging trends in Marketing Operations and propose new technologies and strategies.
- Ensure all digital marketing activities adhere to regulatory guidelines and industry best practices.
- Document internal processes and spearhead change management and communications within the marketing department.

Marketing Technology Management:

- Manage a suite of marketing tools, including HubSpot and Salesforce, and advise on an optimal martech stack for 1touch.io.
- Standardize processes for data governance and maintain databases to ensure data accuracy.
- Lead our marketing database strategy, focusing on data hygiene, enrichment, segmentation, database analysis and acquisition
- Optimize Sales Development Representative (SDR) tools and platforms, such as Outreach, ZoomInfo, and LinkedIn Sales Navigator.

Search Marketing (SEO and SEM):

- Conduct thorough keyword analysis to identify high-value search queries relevant to your business.
- Develop and implement an SEO strategy to improve organic search rankings, focusing on high-priority keywords and content topics that resonate with our target audience.
- Plan, implement, and optimize paid search campaigns on platforms like Google and LinkedIn to drive targeted traffic and maximize conversions.
- Optimize landing pages for search engine performance and optimal conversion rates.
- Keep an eye on competitor strategies and performance in search, adapting your tactics as necessary to maintain a competitive edge.

Social Media Marketing:

- Manage and optimize paid social campaigns to reach defined objectives such as lead generation, brand awareness, or community engagement.
- Utilize social media advertising platforms for effective targeting and retargeting, ensuring our content reaches the most relevant audiences.
- Actively manage and monitor social media channels, engaging with the audience through likes, comments, and shares to maintain a vibrant online community.

Reporting and Analytics:

- Design and implement weekly and monthly reports, offering insights to improve efficiency
- Establish metrics and KPIs that serve as the “source of truth” for all Marketing reporting

Cross-Functional Collaboration:

- Collaborate with Sales Operations on Salesforce integrations and reporting.
- Coordinate with Sales Enablement as required to fully support the Sales team.
- Regularly create and implement HubSpot forms and campaigns.
- Troubleshoot issues across multiple marketing platforms as they arise.
- Be a team player willing to work with other teams with shared goals to deliver favorable outcomes.

We are looking for...

- 3-5 years of B2B marketing experience, preferably in a SaaS industry related to security.
- Expertise in digital marketing or marketing operations in B2B settings.
- Proficient in marketing automation and CRM platforms and other marketing technology tools. Preference for those with HubSpot experience

- Strong analytical skills, capable of interpreting data, identifying trends, and providing actionable insights.
- Excellent project management and organizational skills, with the ability to manage multiple projects simultaneously.
- Detail-oriented mindset and strong problem-solving abilities.
- Exceptional communication and interpersonal skills, including the ability to work effectively with cross-functional teams.
- Familiarity with data analysis and reporting tools like Google Analytics is a plus.

About 1touch.io

1touch.io is at the forefront of Sensitive Data Intelligence, offering real-time discovery, classification, and protection of critical data. Our Inventa software platform streamlines data management across diverse IT environments, enabling businesses to comply with regulatory standards while proactively mitigating data risks. Leveraging innovative technology and deep expertise in data privacy and security, we empower enterprises to safeguard their valuable data assets.