

Company: Nudge Software Inc.

Website: <https://nudge.ai/>

Location: Toronto, ON Canada

Job Title: Marketing Manager

Reports to: Director of Marketing

Please send all inquiries to: info@neednudge.com

Who is Nudge?

At Nudge we are focused on bringing the business world closer together, one “nudge” at a time. We are doing this with a cloud-based platform that tracks professional interactions to measure the strength of relationships, analyze how this applies to target accounts or opportunities, and use artificial intelligence to deliver the right messages at the right time. After creating the world leading marketing automation platform (Eloqua, sold to Oracle for \$957 million in 2013), our co-founders realized that we are now in a relationship economy, where people buy from people they know, like and trust. In a world that’s becoming overloaded with information, it’s becoming harder to build trusted, authentic relationships with buyers and customers – Nudge.ai was built to assist professionals to build real relationships again.

Role Description

The Marketing Manager will focus on the development of strategic and creative communication and PR strategies designed to tell Nudge’s story. This individual will build engagement with members of the media, influencers, and thought leaders while generating interest among existing and prospective customers. The Marketing Manager plays an important role in creating and managing brand recognition, perception and reputation, and should have a deep understanding of brand-building activities, media relations and experience driving measurable results through content marketing, account-based marketing, digital, and social engagement.

Skills and Experience

- 3+ years’ experience in Influencer Marketing/PR/Communications or Social Media
- Degree/Diploma in business, marketing, digital marketing, PR, or social media strongly preferred
- Experience building relationships with media, influencers, PR agencies, and website developers
- First-hand social media experience; solid written and verbal communication skills, with an ability to develop blogs, articles, press materials, presentations and new business pitches
- A solid understanding of, and comfort using, a variety of marketing technologies including email marketing, marketing automation, content management, social scheduling, and analytics platforms
- Bonus skills: HTML/CSS, Adobe Creative Suite

Perks

- Work with an excellent team – including the co-founders of Eloqua (sold to Oracle for ~\$1bn)
- Health and wellness benefits provided by League – drug, disability, health spending account
- 15 vacation days and 5 personal days
- Competitive salary
- Join the One Eleven startup community
- Fully stocked beer fridge