



Job Title: Marketing Strategist (client-facing)
Location: Remote / United States (Pacific Time preferred)

About us:

Creo Collective is a full-service marketing agency. We partner with technology companies to help them stand out from their competitors, connect with prospects and customers in a meaningful way, and contribute to their bottom-line results.

Our mission is to change how people think about a marketing agency. At Creo, we work to positively impact our clients' businesses by helping them grow, and focus equally on making a real impact on the lives of the people we serve. Learn more about Creo Collective and our work [here](#).

Client teams are curated based on the needs of the client. This allows Creo Collective team members to serve clients where they can provide the most value - in their areas of expertise.

The opportunity:

Creo Collective is looking for an experienced Marketing Strategist to join our team, and serve as the lead for our newest client: a global software development company. The client chose Creo Collective to help them scale and accelerate their marketing efforts due to our expertise in the B2B technology space, track record of driving tangible results for our clients, and commitment to working seamlessly within the client ecosystem.

Key responsibilities:

- **Account Strategy and Direction:**
 - Collaborate closely with the client's marketing team to efficiently and effectively scale the client's marketing efforts.
 - Develop marketing strategies across various facets of B2B tech marketing and oversee execution of the strategies across both the client teams and Creo team members.
- **Campaign Strategy and Execution:**
 - Develop and implement comprehensive marketing campaigns, ensuring alignment with business goals and target audiences.
 - Craft compelling campaign messaging that resonates with B2B audiences and drives engagement.

- Oversee the execution of multi-channel marketing campaigns, including digital, social media, email, and more.
- **Content Marketing Strategy:**
 - Create and manage a robust content marketing strategy that positions Claris as a thought leader in the industry.
 - Develop and curate high-quality content, including blogs, white papers, case studies, and customer stories.
 - Collaborate with content creators and designers to produce engaging and informative content.
- **Demand Generation and Sales Enablement:**
 - Develop and implement demand generation strategies to drive lead acquisition and conversion.
 - Create and distribute sales enablement materials that support the sales team in engaging and closing deals.
 - Monitor and analyze campaign performance, providing insights and recommendations for optimization.
- **Event Promotion and Follow-Up:**
 - Plan and execute promotion strategies for virtual and live events, ensuring maximum attendance and engagement.
 - Coordinate post-event follow-up activities, including lead nurturing and feedback collection.
 - Collaborate with event planners to ensure seamless execution and impactful experiences.

Qualifications:

- Proven experience in B2B tech marketing, with a strong understanding of marketing strategy and execution.
- Experience working or with large, complex organizations, where attention to detail and leadership buy-in are critical.
- Excellent communication and storytelling skills, with the ability to craft compelling messages.
- Strong project management skills, with the ability to manage multiple initiatives simultaneously.
- Experience with content marketing, demand generation, sales enablement, and event promotion.
- Proficiency in marketing tools and platforms, including CRM, marketing automation, and analytics, specifically: Salesforce/Pardot, Adobe Analytics, G4 and Outreach.
- Able to learn or experience working within Agile Framework and project management systems.
- Ability to work collaboratively with cross-functional teams and stakeholders.
- Strong analytical skills, with the ability to interpret data and make data-driven decisions.
- Experience working in Agile Framework is a plus.

Position details:

- Contract approx. 20 hours/week through 2024 → full-time contract/salaried in 2025
- Hourly rate: \$75-100 based on experience

How to apply:

Interested candidates should submit their resume with an email detailing their relevant experience to info@creocollective.io with the subject line "Marketing Strategist Application - [Your Name]".

No agencies please.

Creo Collective is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, ancestry, color, marital status, national origin, physical or mental disability, medical condition, protected veteran status, race, religion, sex (including pregnancy), sexual orientation, gender identity or expression, or any other characteristic protected by applicable laws, regulations, and ordinances.