



<https://imeve.com/job/lead-digital-marketer/>

## Product Marketing Lead

### Description

Imeve is seeking a Product Marketing lead who can help us with the launch of an exciting new product, contributing both strategic insight and hands-on implementation. The selected applicant will work directly with the CEO, initially in a contract engagement. If all goes well we would expect a full time engagement, with an equity stake depending on seniority.

### Responsibilities

We are open to candidates at various seniority levels. Specific responsibilities will depend on the candidate's skills and interests but will include some subset of the below:

- Market analysis and pricing decisions
- Go-to-market strategy and implementation
- Trade show and event strategy and implementation
- Outbound social media strategy (tweets, Instagram, FB, etc)
- Set up and run paid search including Ad Words, FB Lead Ads, etc
- Email marketing campaign design, tracking, and analysis
- SEO design, implementation, and analysis
- Marketing operations including lead scoring and nurturing

### Qualifications

Requirements:

- **Must** reside in the Bay Area and be eligible to work in the USA.
- Minimum 3 years of marketing experience with focus on growth/demand generation is a must. Startup experience a big plus.
- Hands-on marketing automation experience a must ( Eloqua/Pardot/Hubspot etc).
- You have a technical background; you need no help to set up AdWords or FB Lead Ads, use Marketing Automation, or do A/B testing.
- You know how to write digital and marketing content for emails, landing pages, and build keywords.
- Broadcasting, digital media, VR, live video production experience all pluses.

### Employment Type

Contract

### Beginning of employment

Immediately

### Job Location

San Francisco Bay Area

### Date posted

April 3, 2019