



Job Title: Marketing Manager

Reports to: Director of Marketing

Department: Marketing

Job Description:

GreenLancer is looking for a versatile full-stack marketing manager to lead and execute on various brand & marketing initiatives to drive business growth. The ideal candidate will have demonstrated experience in a number of key areas including marketing automation, paid search, display, paid social, owned social, copywriting, event management, partnership collaboration, and creative development.

This role will work with the Director of Marketing to strategize on GreenLancer marketing and brand efforts and then execute & optimize in order to reach GreenLancer marketing and business goals. The candidate will skillfully use a mixture of data and marketing instinct to make decisions that move the needle. They will be efficient and effective at helping to create the strategy & plan, and then putting a process in place to execute on it.

This candidate is a growth minded team player with excellent communication and interpersonal skills who isn't afraid to challenge the status quo, build, and learn new things to achieve and grow.

Specifically, this position will

- Strategize, build, and execute on multi-channel marketing campaigns in support of GreenLancer marketing objectives and business goals
- Manage and execute digital marketing efforts such as SEM, Paid LinkedIn, Facebook and other relevant channels to create awareness and capture leads
- Optimize and improve SEO efforts as it relates to on-site content, technical SEO, and blog content
- Manage and execute GreenLancer marketing automation efforts, list segmentation, nurture campaigns and more to improve onboarding, decrease attrition, and increase customer lifetime value
- Build and optimize website forms and landing pages to achieve desired marketing results
- Manage and grow GreenLancer owned social media accounts in order to drive demand and create positive brand touchpoints
- Provide weekly reporting, updates, and optimizations to marketing initiatives
- Provide brand-relevant copywriting to ensure voice consistency across all of GreenLancer's channels
- Manage relationships with creative subcontractors to create brand relevant ad creative
- Assist with digital and in-person event planning, execution, activation, and logistics



Qualifications

- 2+ years of marketing experience, B2B SaaS experience is preferred but not required
- Desire to work in a fast-paced start-up environment, comfortable being uncomfortable, and willingness to learn, grow, and do whatever it takes to get the job done
- Project management skills with the ability to multi-task and complete projects flawlessly under tight project deadlines without supervision
- Experience with digital marketing platforms such as Google Ads, Microsoft Ads, LinkedIn Campaign Manager, Facebook Ads Manager, and other relevant platforms
- Experience with marketing automation and CRM platforms, Sharpspring preferred but not required
- Experience with web analytics, website and content management platforms (Google Marketing Platform preferred)
- Undergraduate degree in marketing, business, or related field.

Other Benefits

- GreenLancer offers a generous employee reward package that includes:
- Comprehensive benefits including health insurance
- Competitive compensation and paid time off
- Work remote from your home office
- Provided Laptop, monitors, Telephones (VOIP), standup desk.
- Flexible working schedule with proper coordination.

About GreenLancer

Founded in 2013, GreenLancer has helped over 150,000 homeowners and businesses go solar by connecting solar installers with specialty service providers on our web-based marketplace. Our mission is to accelerate the adoption of renewable energy by making solar installers more efficient and reducing barriers to solar expertise. In 2018, GreenLancer launched a telecom division (G-force Platform) that is accelerating the deployment of 5G and wireless communications.

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.