

620 NE 3rd St, Suite A
McMinnville, OR 97128
Phone: (503) 468 4890

Position: Marketing Manager

Company Overview

Buildable, a custom software development company based in McMinnville OR, is looking for a Marketing Manager to join the development team.

Who is Buildable? We are a team of dynamic and motivated people, creatives, engineers, and project managers who build creative and innovative software solutions for our clients. We work hard, have a sense of humor, value human connections, and invest in the ongoing training of our people. Great people make great software.

Position Description

While our team embeds creativity in our approach, this role includes a very minimal amount of graphic design. We require demonstrable experience in marketing software products and services in a B2B environment.

The Marketing Manager duties include and are not limited to:

- **Attract more qualified customers** to inquire information from the company (lead generation)
- **Raise brand awareness** through the creation of marketing campaigns in various mediums (social, media opportunities, public relations, in-person events, speaking engagements, conferences)
- **Collaborate with Sales** to grow the business, improve sales materials, prepare presentations, and collaborate on business development strategies
- Work with the executive team and sales team to set the marketing strategy for the business
- Set and manage the budget of the marketing department and making sure the budget spend is delivering a return on investment
- Hire and manage the performance of freelancers or a more junior marketing team that can also include PR and creative staff
- Research and analyze market trends and competitors (SWOT analysis)
- Oversee marketing campaigns
- Track the effectiveness of marketing campaigns and reporting findings to the executive team
- Develop metrics to measure performance of marketing campaigns
- Negotiate and act as a liaison with third-party marketing agencies
- Write and deliver content and social media plans

- Manage the design and production of promotional materials, such as websites, brochures, and other sales/marketing materials
- Oversee the company's attendance at events, such as trade shows, conferences, and other public opportunities

Qualifications:

- BS or MS in marketing, business, or related field
- Relevant experience
- **Must be fully eligible to work in the United States**

Technical Skills:

- Proficiency with Microsoft Office 365 (Outlook, Excel, Word, SharePoint, Teams, etc.)
- Proficiency with Windows or MacOS
- SEM & SEO knowledge
- Experience with marketing products/services in the B2B software/tech industry
- Good understanding of the Software Development Process preferred
- Familiarity with project management tools such as Jira or GitLab preferred
- Virtual sketching tools such as Lucidchart, Figma, Balsamiq, Whimsical, or similar, preferred

Location:

- **McMinnville, OR**

The perfect candidate is one who:

- Likes challenges and to work in a fast-paced environment
- Has a good sense of humor
- Has an eye for business opportunities
- Enjoys developing marketing strategies and implementing them
- Likes to think strategically and can deliver on detailed deliverables
- Enjoys conquering new markets and opportunities
- Enjoys following through on tasks
- Addresses conflict with empathy
- Is obsessed with quality
- Is well-spoken and communicates clearly and directly
- Likes to market software/tech services
- Can grasp technical products complexity, and see marketability of products/services
- Can break down technical language into layperson terms
- Anticipates prospects' needs and works with sales team to capitalize on opportunities
- Empowers team members to succeed
- Likes to provide guidance to team members and agencies/partners
- Enjoys discussing and optimizing processes and systems
- Enjoys constructive feedback and implementing changes to processes
- Is a lifelong learner
- Truly believes "teamwork makes the dream work"
- Enjoys "leaving no stone left unturned" and investigating the unknown

Ready to apply?

Please send inquiries to careers@buildableworks.com. Include PDFs of your resume and a cover letter. Reference "Marketing Manager" in the subject line.

Buildable is an Equal Opportunity Employer. Buildable reserves the right to close the position at any time before the deadline if it is fulfilled prior to the posted deadline.