

## TECHNICAL MARKETING MANAGER

**Who we are** PEC is one of the most exciting and dynamic companies in the New Orleans area! We are a fast-growing SaaS based technology and training company dedicated to reducing risk and improving safety for industries like oil and gas and construction. Since 1993, PEC's defining mission has been to bring workers home safe. We accomplish this by delivering an integrated suite of technology products and safety training programs. Members of the PEC team get to work with some of the biggest companies in the world while enjoying a great quality of life in southern Louisiana.

**PEC is looking for someone with** experience leading and delivering in a high performance digital marketing automation engine, influencing the vision for the channel, and setting best practices across our organization. You'll drive and execute a cohesive content strategy. You have excellent communication skills and the flexibility to produce a wide range of content that resonates with businesses and technical customers. You have experience working, building, launching, and iterating demand generation campaigns and brand development strategies.

**You are a world class visual content strategist and designer with phenomenal technical chops. You are as comfortable editing HTML and building campaigns in Marketo (or other automation software) as you are in Adobe designing collateral.**

### WHAT YOU'LL BE DOING

Owning top-level business goals and will own management, measurement, and execution of digital marketing for PEC.

Owning the PEC brand and partnering with the Director of Marketing to do a refresh of the PEC Brand including working with outside agencies to build a brand new PEC website from the ground up.

Translating complex technical capabilities into compelling business benefits.

Developing technical content (ie. newsletters, email campaigns, webinars)

Work at the strategic level to champion new, innovative ideas, and at the tactical level to execute digital plans, and iterate based on performance metrics.

Employing a heavy bias towards automation, always looking for opportunities to drive the optimal customer experience and internal efficiencies in a scalable way.

Managing, mentoring, and coaching a talented technical marketing specialist - already on staff

### YOU WILL:

Apply email and digital marketing best practices to determine new opportunities that will improve the customer experience.

Design world-class marketing materials (digital and print) to directly impact sales and retention.

Coordinate closely with cross functional teams to finalize content, including Engineering, Product Owner, Customer Success and Sales

Drive and make recommendations regarding how to most effectively engage customers within digital channels (e.g. cadence, frequency, messaging, etc.).

Drive targeting and customer segmentation for digital campaigns.

## TECHNICAL MARKETING MANAGER

Lead the day-to-day management of digital marketing operations including project management, build, QA, deployment, and reporting.

Contributes to and influences the innovation roadmap for digital channel technologies, functionality, and platforms that deliver against the overall business objectives and strategies.

Leverages automation to improve processes and productivity, and makes recommendations to support an organization growing at a rapid pace.

Establishes and maintains scalable processes that ensure best practices in campaign and lead management.

### **The person we're looking for will check most or all of these boxes:**

2+ years of experience in B2B technical product marketing, product management or pre-sales solution engineering, preferably with a SaaS company with a heavy focus on email/database marketing

Bachelor Degree in business, marketing, engineering, design and/or relevant field of study.

Proven experience working with industry tools and analytics packages including email/automation (Marketo strongly preferred), web analytics, CRM, and sales enablement.

Experience with personalized digital marketing tools and processes.

Experience building test and learn plans that continuously improve program engagement.

Project leadership in digital marketing creative development, cross-functional planning, and campaign management.

Quantitative, analytical, and problem-solving skills. Must know data analysis and able to use data to make recommendations and drive decisions.

Familiarity with HTML, CSS, & Adobe Creative Cloud Suite: Illustrator, Photoshop, InDesign

Have worked with a web content management system (CMS) such as Wordpress

Willingness and ability to coach and train less technical team members on Marketo/Digital Marketing best practices.

\*If no degree, we will accept 4 years of relevant experience