

Team:

Marketing

Location:

AMER

Join MariaDB and help make the world's fastest growing open source database the new standard for enterprises around the globe.

Searching for your digital marketing dream job? If you live and breathe digital marketing, Marketo (You are Marketo Certified) and see yourself as a growth hacker, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Join our team in enabling us to reach the most enthusiastic and database savvy audience on the web. You will use email marketing, web marketing, display media, social media marketing and more. In this role, you will be responsible for evolving and managing the automation, the online presence of website, community and all interactions within that branded customer journey.

You will be responsible for leading global online marketing for millions of dollars worth of business. We expect that you bring vision, a global point of view, and have the energy to rally cross-functional teams to move in new directions. You are passionate about demand generation and the power of online marketing to grow a business. You have managed programs and marketers into and out of the trenches -- and have demonstrated strong influence with sales. You have a great sense of humor and know how to have fun -- a core value in MariaDBs Marketing Team. Others have described you as driven, creative, an inbound marketer, a demand generator, a leader and a collaborator.

If you are interested in evolving a global digital marketing function in a growing business, and have the energy, passion and vision it takes to make that happen, we want to hear from you.

Position Responsibilities

- Measure and report performance of all digital marketing campaigns, and assets against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights

- Brainstorm new and creative growth strategies
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Work with a team of marketing experts – responsible for Web marketing, content development, product, and social media marketing.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Collaborate with agencies and other vendor partners
- Lead the strategic direction of our global online presence, evolving our Web site to meet the ever-changing needs of both prospects and customers.
- Build and execute integrated, multi-channel digital marketing programs, projects and campaigns
- Help build and grow marketing automation efforts, including lead capture, lead nurture, sales acceleration, welcome, onboarding and retention streams
- Plan and forecast lead generation efforts via our Web and paid media channels
- Track, measure and report on our cross-functional initiatives via online analytics
- As the digital marketing lead, help perform ongoing updates and QA of our digital programs and work with our web team to drive updates including copy, content and SEO
- Manage and optimize our display, paid social and SEM campaigns working with product, sales and agencies to develop influential campaigns

Desired Skills and Experience

- BA/BS degree
- 7+ years of digital marketing experience, 10+ years of professional experience
- Expert in marketing automation, Marketo Certified required
- B2B marketing experience, ideally in the technology industry
- Experience managing multi-channel digital campaigns
- Competency in Web and business analytics tools and reporting
- Experience managing SEO/SEM strategy and programs
- Experience working with community platforms, managers and advocates
- Ability to build support, consensus and focus in a highly distributed organization
- Ability to apply a quantitative approach to marketing
- Demonstrated understanding of KPIs across the buyer journey and customer lifecycle
- Experience with HTML and CSS

- Familiarity with Photoshop, Illustrator and InDesign highly appreciated
- Experience integrating with Salesforce.com to pass leads and track campaigns
- Proficiency managing web analytics solutions including measurement setup, reports and dashboards (Google Analytics, Optimisely, Inside Sales or other solutions such as Webtrends and Omniture)
- Familiarity with content management systems (Drupal/WordPress) and QA for websites
- Excellent communication, digital marketing, and project and people management skills

Location

- This position is a combination of in-office work in Menlo Park, and work from home. Entirely remote candidates will also be considered if all other qualifications are met and they can demonstrate a strong ability to work effectively within a virtual environment.
- Position also requires up to 25% domestic travel and some international travel.
- MariaDB does not pay for relocation or work visas.

How to apply

If you are interested in this position, please submit your application along your resume/CV through <https://www.jsco.re/7r54>

About MariaDB

MariaDB Corporation is the leader in open source database solutions for high availability, scalability, and performance, supporting the adoption of MariaDB - the world's fastest growing open source database. Today MariaDB is the database that powers millions of users, is included in Pivotal Cloud Foundry, Rackspace and other leading cloud stacks, and has displaced MySQL as the default database in leading Linux distributions including Red Hat and SUSE.

MariaDB Corporation supports an extraordinary community of users, developers and activists who, through the MariaDB Foundation, help drive the popularity of MariaDB around the world. We work to ensure enterprises can use MariaDB & MySQL in mission-critical environments, and serve 500 customers in 45 countries, including global brands such as HP, Wikipedia, Virgin Mobile, and Booking.com.