



About Paystri

Paystri is a payments technology company that delights our customers with world-class customer service and lower rates than our competitors such as Square, Stripe, or PayPal. Paystri works with software companies, technology platforms, eCommerce websites and any other businesses that seek to create a frictionless payment experience. Paystri arms its customers with fresh, piping hot payment technology along with delightful support from our highly knowledgeable payment experts.

About our Strategy

Paystri hires A-Players that are laser-focused on distribution through channel sales. The company invests heavily in sales and marketing to attract vertically focused software companies, where one partnership can result in hundreds or thousands of new customers to our platform.

About our Team

Our employees are kind, knowledgeable, and driven to grow Paystri and reach our mutual goals. Outside of work we are outdoor enthusiasts, volunteers, and parents. We see our team members spending free time with their families, volunteering with local organizations, or having fun in the outdoors. We are a fun group of skiers, mountain bikers, surfers, kiteboarders, runners, sailors, hikers, and climbers.

About our Culture

The Paystri culture is about teamwork and empowering each other to achieve our goals. Each member of the Paystri team has the option to work flexible hours allowing everyone to have a fulfilling life outside of work. We assign challenging goals and expect success, however we don't micromanage how those goals are achieved. We provide regular and honest feedback so that everyone has the tools to succeed.

Paystri's other Benefits

Paystri offers a top benefits package including stock options, 401(k), Blue Cross medical insurance, Delta dental insurance, paid gym memberships, Flexible Spending Accounts, 4 weeks of earned paid time off plus major holidays, life insurance, short-term disability insurance, and long-term disability insurance.



About the VP of Marketing Position

Paystri is looking for an amazing, data-driven marketer to own the marketing funnel function for our company and join our talented leadership team. You will oversee strategic brand-building, marketing planning, marketing execution, public relations, growing website traffic, and converting that traffic into new leads for the business development team.

You are one part strategic, one-part creative, and two-parts roll up your sleeves and get it done!

You are an ROI driven inbound and outbound marketing expert who builds out channel marketing strategies and then executes on them resulting in buzz around the Paystri brand and an increase in sales. You are a respected in your current role and your transition to Paystri will enable you to have a bigger impact by working with a leadership team and influencing the direction and strategy of our company.

Responsibilities

Website Conversion Rate Optimization

Inbound / Content Marketing Management

- Build and manage a rich content and editorial calendar that attracts a targeted audience (may include blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.)
- Grow lead count by converting site traffic through calls-to-action, landing pages, etc.
- Collaborate with stakeholders to produce simple and meaningful content.
- Create and optimize marketing automation and lead nurturing processes through email, content, and social channels.

Search Engine Optimization

- Manage both on-page SEO and off-page SEO.
- Work with internal and external resources to facilitate the creation of quality content around important, relevant terms.
- Manage and improve organic search engine performance based on clickthrough rates, traffic, and conversions.
- Oversight and optimization of keywords
- Stay up-to-date with the latest trends and changes with SEO and major search engines.



Paid Social and Advertising Management

- Measure and optimize our paid marketing.
- Build and manage the company's social media profiles and presence, including Facebook, Twitter, and LinkedIn.
- Create shareable content to spread both our brand and our content.
- Monitor and engage in social discussions about our company or industry, targeting existing leads and customers as well as from brand new audiences.
- Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.).
- Track, measure, and analyze all initiatives to report on social media ROI.

Email Marketing Campaigns

- management of various email campaigns, including the template designs, calls-to-action, and content.

Industry Event Management

About You

You are a talented marketer and project manager, with a thirst for knowledge, and the ability to immerse yourself in the details without losing sight of the big picture. You are honest, work hard, and have a high level of integrity. You have achieved excellence in your career and are looking for the next challenge. You are an exceptional person that wants to lift up other people and share your knowledge.

Your Experience

- 5-7 Years working at the marketing manager level or higher
- Extensive team building skills
- Significant experience with email marketing automation platforms such as HubSpot, Marketo, Eloqua or others.
- Knowledge of social, SEO, and PPC best practices
- Familiarity with Word Press CMS
- Basic graphic design knowledge is a plus
- Payments industry experience a plus