



Role: Marketing Director

Over the last few years, the live event production industry has been adopting Shoflo's rundown and production management software into their daily workflows and lives. Shoflo is a (SaaS) product company based in downtown Orlando, FL. We have an amazing team of software developers, designers, account executives, customer success reps and more. We are actively looking for someone with experience working on web based, product marketing teams who can generate Sales Qualified Leads for our sales team and elevate our brand.

Marketing Director Job Description:

The Marketing Director will have overall responsibility for the execution and optimization of our various marketing initiatives. This role will design and champion digital marketing strategies and blend content optimization, audience targeting and execution tactics to maximize the effectiveness of our customer communications around acquisition, retention and long-term value.

Primary responsibilities include marketing innovation, lead funnel optimization, content creation and brand awareness. You will work closely with the CEO, Director of Product and Sales Director to establish a clear digital strategy and work closely with internal team members and partners to implement plans, measure results, and optimize based on learnings. Ideal candidates have an innovative approach to marketing with a passion for brand, technology, online media, driving revenue and measuring results. The Marketing Director is a key leadership role and joins an organization which values teamwork and collaboration.

Responsibilities Include:

- Recommend strategy, implement and optimize growth to achieve new customer growth and revenue goals for content (blogs, case studies) email, search, events, search engine optimization (SEO), and paid advertising.
- Collaborate with the Leadership, Sales, Customer Success and Product teams in order to develop compelling marketing campaigns across all digital platforms.
- Produce and manage the company's marketing site (wordpress) - producing image assets, copy, photos, case studies and more. Identify clear goal funnels that generate Sales Qualified Leads.
- Produce and manage email marketing campaigns, newsletters and more.
- Identify and coordinate trade shows, with the Sales Director, that have clear ROI in Sales Qualified Leads. Lead in the coordinating of tradeshow requirements; managing vendors, coordinating mailing lists and staff travel.
- Manage and direct paid digital including paid search, paid social, paid display and email.



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- Identify, implement and measure marketing KPI's with metric reports in order to determine new technology, sales channels, and opportunities that will yield new business opportunities and deliver the highest ROI.
- Leverage analytics tools to enhance customer engagement, conversion, and retention
- Research, identify and launch new marketing opportunities to drive overall sales growth
- Produce the creative and optimize sales collateral including presentations, proposals, etc.
- Stay current on industry trends and best practices in digital marketing and lead generation
- Over time, build and lead a talented Digital Marketing Team, driven by success metrics

Required Skills and Qualifications:

- Google Analytics, Tag Manager, Optimize
- Advanced knowledge of Google ads and other similar PPC platforms
- Very competent in Adobe suite including Photoshop & Premiere for the creation of digital assets
- Google Suite (Drive, gmail, Sheets, Docs) & Slack
- Experience in Active Campaign (or Mailchimp / similar email campaign services)
- Facebook, Twitter, Instagram, LinkedIn campaign management
- Strong experience in Wordpress

Must have 3 years professional working experience.

This is a full time, salaried position with benefits. Must live locally and able to work out of the office.

If you are the right gal / guy, please send your info to careers@shoflo.tv.