



Marketing Executive Job Summary

ExecVision is a well-funded, fast-growing SaaS startup looking to help companies take advantage of their greatest assets: their people and the conversations they are having. ExecVision is backed by an established company, Vorsight, with over 10 years of profitable growth and multiple Inc. 5000 fast growing private company awards.

ExecVision is changing the way companies generate revenue. We are looking for a rock star marketer who ranks in the top 1% of all marketers in DC and in SaaS, and would run through brick walls to make it happen.

Our marketing is edgy with a mix of class, humor, and executive insight. Above all our company is well-respected by our sales community members. You ask how we do it? We work tirelessly to understand what our community will value, what is holding them back from top performance, and why they feel they are not getting the results they deserve.

Our marketing team has a very simple mission: become the world class authority for revenue focused executives.

WHAT WE'RE LOOKING FOR:

- A leader, activator, and innovator when it comes to scaling marketing teams
- Experience in driving branding, customer marketing, content marketing, and lead generation initiatives across multiple platforms
- Someone who can dream up and execute demand generation campaigns that result in real leads that our world class sales team will close
- A champion for guerilla marketing who takes big risks to gain traction in a dynamic market
- A person based in or near Arlington, VA – being in the office as a team matters
- Someone who shatters deadlines; we don't mess around
- You believe in the strength of collaboration and exude passion for your team
- A marketer who can think like a publisher/journalist, leading the development of content initiatives in all forms to drive new business and get more revenue from existing customers

WHAT WE WILL EXPECT OF YOU:

- Design and implement a quarterly strategic plan
- Build the marketing team from first hire to 12 employees
- Create a content strategy to drive inbound featuring blogs, press, video, presentations, customer success stories, etc.
- Create a go-to-market strategy for product releases
- Collaborate with teams to produce video content
- Develop lead to revenue marketing automation strategy
- Determine branding, product positioning and media messages based on company's objectives



- Increase website conversions

SKILLS

- Strategic management
- Budget development and management
- PR, media, and analyst relations
- Branding and communications
- Customer marketing
- Account based marketing
- Digital marketing strategy
- Salesforce.com
- Marketing automation and email software (one of: HubSpot, Pardot, Marketo, Act-On)
- Adobe Creative Suite
- Google Analytics
- WordPress
- SEO, PPC
- Excellent written and verbal communications skills
- CSS and HTML is a plus

This is a full time position in our Arlington, VA office, located in the Rosslyn area, overlooking Georgetown (DC) and the Potomac waterfront. All full time employees are eligible for our exceptional benefits program, which includes 401k contributions, full health/dental vision coverage, five weeks of paid time off, as well as happy hours, sporting events, semi-annual trips to Mexico, and other social, cultural, and philanthropic outings.