



BlockApps

Senior Marketing Manager

Company Overview

BlockApps is an enterprise blockchain company that develops industry applications on our own blockchain platform, STRATO, to enable traceability across enterprise value chains. Our customers include Fortune 500 companies such as Bayer Crop Science (the world's largest seed company), Blockchain for Energy (a consortium of the world's largest energy companies including Repsol, Chevron, ExxonMobil, Schlumberger and more), and the U.S. government. BlockApps has launched several industry initiatives, including TraceHarvest (agribusiness traceability), TraceCarbon (sustainability tracking), and the Enterprise Ethereum Alliance (world's largest open standards blockchain organization). For more information, visit and contact us at www.blockapps.net, or find us on social media via [LinkedIn](#), [YouTube](#) and [Twitter](#).

Job Description

We are looking for a **Senior Marketing Manager** to drive the demand and usage of our solution. You'll be responsible for presenting our products in ways that will strengthen our brand and boost sales. Your goal will be to develop and implement the most profitable marketing plans to position and promote our products. This position reports directly to the VP of Marketing.

Roles & Responsibilities

- Develop, execute and maintain a 12-month marketing plan with differentiated and impactful marketing campaigns/materials.
- Successfully implement lead generation programs (including inbound/outbound) and drive marketing activities across the full customer lifecycle from acquisition through retention.
- Own company communications strategy including awareness, branding and messaging. Ensure maintenance of consistent corporate image throughout product lines, promotional materials and events.
- Lead and execute both online and in-person events. This includes webinars, trade shows and partner events.
- Manage sales operations and corresponding sales and marketing tools; analyze data and communicate information to the sales force to ensure marketing strategies correspond to market demands.
- Research and analyze competitor offerings and market trends to determine company and product competitiveness.
- Work directly with cross-functional teams to support go-to-market strategy, product launches, roadmaps and key partnerships.
- Create internal content (including graphics) as well as manage external agencies, vendors, creative teams, and copywriters.



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- Establish goals and clearly defined metrics of marketing success to measure the quality of content, audience growth, engagement, and content reach.
- Provide leadership and work guidance to less experienced personnel. May assist in the formal training of less experienced personnel.

Requirements/Skills

- 5+ years marketing experience at product-driven company, preferably at an early-stage software/SaaS business.
- Significant experience with sales and marketing technology and operations in order to quickly build and scale a "marketing machine" that will drive growth and retention.
- Demonstrable experience establishing and leading marketing strategy to drive revenue growth in a dynamic and fast-paced start-up environment.
- Successful track record of leveraging data and analytics to improve results and increase ROI.
- Excellent written and verbal communication skills.
- Ability to think strategically, with a willingness to roll-up-your-sleeves and dig into the work.
- BSc/MSc degree in Marketing or related field preferred.

Please send a copy of your resume to careers@blockapps.net along with the position(s) you are interested in.



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