

## **Job Description** **Digital Marketing Manager**

### **Who We Are**

Cameyo's mission is to make it simple and secure for everyone to work from anywhere by giving people secure access to all the business-critical apps they need to be productive on any device. We empower IT to enable their people to work securely & productively from wherever they want.

Founded in 2018 by three SaaS industry veterans, Cameyo is a rapidly-growing (and profitable) SaaS business with established partnerships including Google Cloud, Microsoft Azure, Amazon AWS and more. Hundreds of organizations - including large enterprises, financial institutions, school districts, independent software vendors (ISVs) and beyond - rely on Cameyo to enable hundreds of thousands of people to access their applications every day.

A career at Cameyo means joining a startup right at that sweet spot where the company has established solid customer traction and revenue, but isn't so large that we're bogged down in bureaucracy, hierarchy, or arcane processes. You'll be one of the first 20 employees, will report directly to the CMO, and will play a critical role in shaping our marketing strategy moving forward and scaling our marketing efforts as we move into hyper-growth.

### **What You'll Do**

The Digital Marketing Manager will work to support and execute digital marketing initiatives to support the full-funnel go-to-market strategy. Digital efforts will focus on increasing website traffic, increasing site visitor-to-lead conversions, and improving MQL to SQL quality.

Your Responsibilities:

- Lead research, strategy, planning and execution of marketing campaigns – across website, email marketing, analytics, social media, SEO and SEM.
- Conceptualize and create intuitive, engaging, and brand-consistent web experiences, across all campaign assets (emails, forms, landing pages, etc.)
- Monitor performance of campaign assets, review opportunities for performance optimisation, and execute revisions
- Work closely with our SEO & SEM agency to execute SEO strategy to increase global website traffic and oversee competitor research for SEO/SEM
- Execute testing for site conversion optimization
- Create and manage online chat campaigns to increase leads from site traffic
- Create and manage email campaigns for a variety of audiences
- Manage the overall marketing content calendar and project manage both contractors and internal content creators
- Organize and publish content for our social media marketing campaigns
- Manage the measurement, analysis and reporting of results across all marketing channels

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- Ensure all tasks performed adhere to Cameyo's ISO 27001 Information Security Management System (ISMS), including participation in annual information and network security training and acceptance of spot checks on an ad hoc basis to guarantee that Cameyo is constantly improving upon the organization's ISMS. Each member of our team must understand the importance of the ISMS and the subsequent handling of customer data.

## **What You Bring to Cameyo**

- 3-5 years working experience with B2B digital marketing programs (SaaS experience a plus)
- Proven track record of creating and implementing digital marketing programs with solid results
- Understanding of the customer buying lifecycle and ability to create prospect and customer journeys
- Understanding of SEO and overall website optimization
- Proficient in Google Analytics and related tools
- Ability to analyze results and communicate the ROI and insights
- Strong program management skills with a proven track record of on-time delivery
- A team player, effectively interacting with employees throughout the company
- Must be a self-starter with strong attention to detail and the ability to handle many different projects simultaneously
- Excellent written and presentation skills

## **What Cameyo Offers You**

- Ability to live and work anywhere in the world (Cameyo is and always has been a high-functioning 100% remote team)
- The opportunity to be one of the first 20 employees at a fast-growing startup that's already profitable, manages its cash well, and is poised for hyper-growth
- Health reimbursement plan
- Flexible time off

## **About the Way We Work**

Cameyo's values are simple, but critical to our company culture:

- Provide superior technology
- Always put the customer first
- Take risks, and when needed fail, learn, and adapt quickly
- Practice respectful candor
- Take extreme ownership
- No tolerance for the disrespect or mistreatment of others

We move fast but we also respect each other, help learn and build from each other's mistakes, and celebrate everyone's wins. And we want you to interview us just as much as we interview you,

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because we want you to be sure that you can excel here before you join. If you want to join a fast-growing SaaS startup and have the autonomy to perform at your highest levels while being given the resources to do so, we'd love to talk.