

Position: Marketing Manager

Company: Wavework

Location: Fully remote

Job Type: Full-time

Job Description:

Wavework is seeking a dynamic Marketing Manager to drive our B2B sports marketing initiatives to professional and collegiate sports teams, sports leagues and conferences, and entertainment venues. This position is responsible for promoting Wavework's VIP experience management platform by creating compelling content, digital campaigns, and collateral that are distributed via Wavework's website, email, social platforms, and salespeople. The Marketing Manager reports directly to the Head of Marketing and will work closely with Wavework's Founder & CEO, offering ambitious candidates an exciting opportunity for influence and impact.

Responsibilities:

- Brand Messaging:
 - Craft compelling and consistent messaging that highlights the unique features and benefits of Wavework's VIP experience management platform.
 - Collaborate closely with the sales and product teams to understand customer needs and market trends, and reflect those in the brand messages used across marketing and communications tactics.
 - Ensure brand consistency across all communication channels and marketing materials.
- Content Generation:
 - Develop and execute a content strategy aligned with business objectives.
 - Create engaging and informative content (including managing external creative resources) for various channels, including blog posts, whitepapers, case studies, and more.
 - Collaborate with cross-functional teams to gather insights and ensure content aligns with product positioning and messaging.
- Email Marketing:
 - Plan, execute, and optimize B2B email campaigns to nurture leads and drive conversions.

- Segment email lists and tailor messages to specific target audiences.
- Analyze campaign performance and implement improvements based on data insights for increased effectiveness.
- Social Media Marketing:
 - Grow social media following and engagement by creating and curating relevant, shareable content across social platforms.
 - Monitor social media trends and industry developments to stay ahead of the curve.
- Product Marketing & Sales Enablement:
 - Develop and execute go-to-market strategies for new products and features.
 - Craft compelling product messaging and positioning for different customer segments.
 - Create high-quality sales collateral that resonates with target customers' needs (e.g., sell-sheets, case studies).

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Academic and/or professional experience in Sports Marketing or a related field.
- Proven experience in B2B marketing, with a focus on content, email, social media, and product marketing.
- Experience managing external agencies and freelancers.
- Highly autonomous with strong project management skills and the ability to multitask and meet deadlines in a fast-paced environment.
- Excellent written and verbal communication skills.
- Experience using common B2B marketing technologies, including CRM/marketing automation (HubSpot, Mailchimp, etc.), digital analytics (GA4, etc.), and SEO research tools (Ahrefs, Semrush, etc.).
- Analytical mindset with the ability to interpret data and make data-driven decisions.

About Wavework:

Our company is a leading provider of premium experience management software, offering innovative solutions to the professional sports industry. Our cutting-edge SaaS platform enables sports organizations to enhance fan engagement, optimize revenue generation, and deliver exceptional experiences for their VIP partners, sponsors, and fans. As we continue to expand our market presence, we are seeking a dynamic and driven Marketing Manager to amplify our brand reach.

Benefits:

- Competitive salary
- Comprehensive benefits package, including health, dental, and retirement plans.
- Professional development opportunities to stay updated on industry trends.
- Dynamic and collaborative work environment with a focus on innovation and growth.
- Opportunity to contribute to the success of a market-leading SaaS platform in the pro sports industry.

Note: This job description is intended to provide a general overview of the position and may be subject to change based on company needs and priorities.

If you are passionate about the intersection of technology and sports, and thrive in a fast-paced, results-oriented environment, we invite you to join our team and help revolutionize premium experience management in the professional sports industry. Email resume and cover letter to info@wavework.com.