

JOB DESCRIPTION

JOB TITLE:	Digital Marketing Manager – North America
DEPARTMENT:	Marketing – US & Canada
LOCATION:	NYC
REPORTS TO:	Marketing Director – North America
RESPONSIBLE FOR:	No direct reports

Established in 2006, essensys is the world's leading provider of software-as-a-service and technology to the flexible real estate industry. We empower ambitious workspace providers to meet the growing demand for flexible workspace solutions. Our secure, all-in-one platform delivers digital infrastructure, effective space setup, seamless operations, and mobile-first occupier interactions. It enables friction-free in-building experiences, instant control over processes, technology, and occupier services, as well as clear visibility into space and service utilisation.

Today, flex workspace accounts for less than 2% of the office space market and current growth estimates could easily reach 30% by 2030. Traditional landlords need to adapt and have already started doing so, especially in light of COVID. The opportunity is massive.

In 2019, essensys became a publicly traded company on the London Stock Exchange and currently has offices in London, NYC, and LA. We have customers across 28 countries.

WHAT WE DO

essensys is the leading global provider of a mission-critical software-as-a-service ("SaaS") and on-demand digital infrastructure platform to the high growth flexible workspace and commercial real estate industry. essensys' software and technology was specifically designed and developed to help solve the complex operational and technological challenges faced by multi-site flexible workspace and agile real estate providers when they scale-up and focus on occupier in building experiences.

ABOUT THE ROLE

As part of our continued growth, we are looking to recruit someone passionate about launching internal and external campaigns. This position sits in a unique space that intersects design, creative storytelling, and strategy to develop and execute marketing campaigns and provide team support to grow our pipeline, build brand presence, and educate audiences.

The Digital Marketing Manager's role is to build the brand, grow demand generation efforts within the North American office and flexible workspace sector, and contribute to lead generation. Your responsibilities include driving brand engagement to our relevant audience through content formats in blog articles, social media posts, videos, case studies, and newsletters. You will also strategize and own the execution of all digital marketing and paid media campaigns intending to optimize ROI and quality customer acquisition.

To be successful in this role, you will have to be a creative storyteller, social media wizard and innovative digital strategist who can drive excellence in campaign performance.

MAIN DUTIES AND RESPONSIBILITIES

- Plan, create and execute impactful digital creative campaigns to inform, engage and increase brand awareness. This may include ads, emails, 3rd party partner media & association campaign, etc.
- Design and execute a content marketing strategy across North America market (US & CAN), leveraging the right content (blogs, videos, social, creatives, webinars) across paid, earned & owned channels.
- Develop collateral to support business development and customer onboarding journeys.
- Co-ordinate and manage vendor relationships.
- Manage content platform operations (including CMS, social, email automation, CRM).
- Develop and own adaptation of content to local markets, including library of case studies, testimonials, customer quotes, reference sites.
- Manage third party agencies and monitor, optimize and report key metrics.
- Partner industry thought leaders on research publications and reports.

KNOWLEDGE AND EXPERIENCE

- At least three years of previous work experience as a digital marketer. Graphic design experience is desirable.
- Experience in content marketing and demand generation.
- Strong copywriting and exceptional content development skillset. Experience across videos, website, white papers, case studies, eBooks, banners, blogs, collateral, webinars, emails, and presentations.
- Experience with Content Management Systems (CMS), marketing automation platforms and customer communication platforms (e.g., WordPress, HubSpot and Intercom).
- Strong working knowledge in SEO, SEM, paid media optimization, CMS (e.g. WordPress), Adobe Creative Suite (Photoshop, Illustrator, video editing, etc), MS suite.
- Very strong in the Microsoft Office Suite (PowerPoint, Word, Excel).
- Vendor management experience.
- Commercial real estate, smart buildings or flexible workspace industry experience is desirable but not required.
- Track record of successful digital marketing campaigns.
- Proactive and self-motivated, and ability to work effectively both independently and as part of a team.
- Highly organized, with good attention to detail.
- Ability and willingness to learn and respond to new ideas and have a continual desire to do things better and make suggestions to optimize campaigns.

APTITUDE AND PERSONAL QUALITIES

- Interest in Real Estate, PropTech and SaaS.
- Growth mindset, resourceful, and naturally curious.
- An entrepreneurial spirit, including a strong work ethic and can-do approach.
- Ability to work under pressure and excel in a fast-paced, scale-up, hands-on environment.
- Collaborative team player with willingness to learn and mentor/knowledge share with others.
- Commercial mindset with creative problem-solving skills.
- Results-oriented and ability to take initiative and ownership.