

Title: Vice President of Marketing

Reports to: CEO

Status: Full Time

Position

The Vice President of Marketing at Angoss Software provides the leadership, management and vision necessary to ensure that Angoss is the leader in Predictive Analytics.

This position is the top Marketing Executive responsible for the overall global marketing function to achieve the company objectives of sales growth, visibility and customer engagement while ensuring a consistent marketing message and competitive position aligned with the corporate strategy and direction.

Responsibilities include overseeing product and corporate marketing, assessment of existing and potential markets, marketing communications, demand generation, content marketing, channel marketing, digital marketing, and analyst and public relations.

Responsibilities:

- Conceive, manage and execute all marketing strategies and implement tactical plans that meet and exceed company expectations.
- Work with senior management, research and development and product management to create demand and recognition for the company and its global products and solutions offerings.
- Develop a thorough understanding of all products and solutions and competitive differentiators in order to translate capabilities into clear, compelling marketing messages and competitive positioning; ensuring message consistency across the business.
- Manage marketing launches and sales rollout of new products/new releases with product management.
- Manage all technology assets and processes that support marketing operations including website properties, social media, search marketing, webinars (Webex), email marketing, newsletters, videos (Brainshark), CRM (Salesforce.com) and marketing automation (Pardot).
- Manage outreach, relationships and communications with industry analysts
- Measure and evaluate marketing results, impact on sales pipeline and improvement on marketing ROI
- Support the company's thought leadership and content marketing goals via development and promotion of case studies, eBooks, white papers, videos, speaker engagements etc.
- Direct the company's demand generation and events programs
- Conceive and direct the company's customer/ user community program



- Champion and manage channel partner programs
- Coach, mentor and guide the marketing team's ability to deliver and exceed expectations.

Skills:

- Bachelors degree in marketing, business or related field; advanced degree or MBA preferred
- 10 + yrs of experience in marketing of enterprise (B2B) technology software and solutions; candidates with analytics software strongly preferred
- Demonstrated leadership ability to work collaboratively and willingness to roll up ones sleeves to get the job done.
- Proven experience in building innovative, high impact marketing campaigns across all relevant channels and media; and aligning strategy with business goals and results
- Proven ability to drive revenue through sales channels and marketing programs. Creative thinker with the ability to provide both strategic and tactical direction
- Respectful and genuine leadership skills that motivates staff to exceed expectations
- Proven ability to lead a marketing organization and ensure accountability for results that maximize contribution to business objectives
- Exceptional interpersonal and communications skills, maturity and good judgment and be capable of communicating with a diverse range of individuals; and a strong bias towards execution

Applications

Applicants should apply by submitting the following to careers@angoss.com. In the "Subject" field specify "Angoss Careers: Vice President Marketing"

- Cover Letter
- Resume

References

Applicants will be expected to provide suitable references from current or former employers upon request.

About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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