



## Director of B2B Marketing

The Director of B2B Marketing is tasked with demand generation and marketing funnel optimization. You will create, oversee, and scale go-to-market strategies for B2B campaigns to increase the volume, quality, and velocity of incoming leads. Using account-based and inbound marketing tactics, you will execute a wide range of demand generation programs designed to grow our database of B2B prospects, channel partners and overall company revenues including: content marketing, SEO, social media, online advertising, email campaigns, event marketing, direct mail and PR.

Most importantly, we are looking for someone passionate about leading and building a high performing team and company.

### **Responsibilities:**

- Create and optimize B2B marketing funnel to drive key business metrics including MQLs, SQLs, SALs and Opportunities.
- Develop a solid go-to-market plan that builds awareness, pipeline and revenue across multiple product lines and geographies
- Work across internal teams to create a strategy and complete marketing mix recommendations to deliver innovative campaigns around how Corel generates demand among B2B and channel audiences
- Own relationship with sales and forge strong communication and service level agreement (SLA) between marketing and sales to drive continuous improvement of demand generation programs and effective lead follow up processes.
- Optimize marketing automation and lead nurturing strategy and processes to increase site traffic and conversion to grow new leads, customers and revenue
- Establish closed-loop analytics with sales to understand how marketing activity turns into customers, and continually refine Corel's process to convert customers
- Provide visibility in to marketing campaign results and measure campaign effectiveness and develop ways to learn from experiments to constantly improve
- Communicate effectively and often with cross-functional stakeholders to ensure alignment
- Forecast and present to senior management and help Corel achieve greater success by publishing frequent program updates and metrics on a global level to share performance trends

**Requirements:**

- BA/BS in Business, preferred
- 10+ years marketing experience at B2B technology firms
- Analytical and creative thinker with an ability to use data to inform all decisions in order to optimize campaigns, identify new opportunities and inform Corel's forecast
- Leadership experience with excellent written and verbal communication skills to work with and get buy-in from key cross-functional stakeholders in sales, product and the executive team
- Expert in inbound and ABM marketing strategies with proficiency utilizing marketing automation and CRM platforms to generate traffic, convert visitors into leads, and leads into customers
- High energy with the ability to manage multiple initiatives
- Experience developing strategy, creating and executing end-to-end marketing programs
- Experience with Salesforce, marketing automation platforms such as Marketo/Eloqua/Pardot, Google Analytics, Omniture, etc.

To apply for this job, please send your resume to [careers@corel.com](mailto:careers@corel.com) indicating the job you are applying for.

We wish to thank all applicants for their interest and efforts in applying for this position, however, only candidates selected for interviews will be contacted. Must be eligible to work in US.