



Senior Marketing Manager

Aplos Software

Department: Marketing

Employee Status: Full-Time

About Aplos:

Aplos is the largest nonprofit & church management software on the market. We've served over 40,000 organizations since our inception in 2009. Our all-inclusive platform provides a dynamic CRM, fundraising & giving tools, online donations & payment processing, built-in fund accounting system, integrated payroll, email marketing, website builder, and much more.

Aplos made the Inc. 600 list in 2018, making it **one of the fastest growing companies in the U.S.** Our innovative team continues to push the envelope with new software features, industry vertical exploration, and marketing strategies every quarter.

With a leadership team made up of start-up pioneers, Silicon Valley veterans, and serial entrepreneurs; Aplos is charging full steam ahead as a leading brand in the nonprofit SaaS market.

Enough about us for now. It's time to talk about you!

The Role: Marketing Manager

We're looking for a talented Marketing Manager to manage programs, creative, and content. We welcome those who thrive in an entrepreneurial environment and those who are innovative self-starters.

Responsibilities:

- Plan and implement marketing strategies including brand initiatives, tactical execution of marketing campaigns, and communications.
- Create content each month to drive leads, subscribers, awareness for our target audiences across multiple channels.
- Oversee and report success metrics on all marketing campaigns including emails, newsletters, blog content, and partner content.
- Manage, create, and produce various types of content such as ebooks, whitepapers, infographics, guides, how-tos, blogs, video shorts, webinars, etc.
- Manage and drive social media strategy and content calendar
- Implement and promote brand strategy and communicate the right messaging to attract prospective customers and retain existing ones.
- Update senior leadership on the progress of marketing activities and reporting on the results of campaigns
- Produce sales enablement tools for outbound and inbound sales

- Analyze data to evaluate the success of their marketing efforts and come up with new ideas to improve brand marketing and exposure

Qualifications and Skills:

We believe that no one meets 100% of the listed qualifications. We are less concerned about whether you've done everything on a laundry list of specific things and more interested in cultivating a pool of candidates who want to join a connected, mission-driven, hard-working team of practitioners driven by creativity, curiosity, and a goal to change the world. **If you feel like you meet most of the following, we encourage you to apply.**

- 5+ years of relevant experience in marketing programs management for a SaaS company
- Experience producing content for multi-channel platforms
- Experience analyzing data and ability to measure and report on outbound materials and campaigns
- Excellent grammar and spelling skills
- Strong interpersonal and communication skills
- Critical thinker and problem solver
- Team oriented and a collaborative work ethic
- Knowledge of principles, practices, and techniques of best in class marketing strategies

Compensation and Benefits:

- Compensation Range: \$70-100k salary, commiserate on experience
- Medical, dental and vision healthcare coverage
- Generous PTO, Paid parental leave, and WFH reimbursements
- Tech career progression and mentorship programs for career advancement
- Employer-paid life insurance
- Free Employee-Assistance Programs pertaining to legal advice, financial management, mental health resources, and more!

Location:

Remote Position

To Apply:

Email: michellel@aplos.com

Subject: Marketing Manager