

Position: Senior Marketing Manager

Dept: Marketing

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. "The L Squared Hub" is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

Fit:

We are growing rapidly, supporting high-profile clients in the USA, Canada. We are gearing up for even faster growth and are looking for Self-Motivated & Self-Aware team players who are Obsessed with our Client's Success.

If you are passionate, S.M.A.R.T individual that loves to work in fast-paced, creative environments, and believe in integrity, mutual respect, quality work, then consider applying today.

What the Company Will Provide to You:

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Training & Development opportunities
- Company events
- Gym and Retail perks
- Company provided benefits

About the Role

We are seeking a dynamic and results-driven Senior Marketing Manager to build and lead our marketing function, with direct accountability for delivering measurable business growth through strategic and tactical marketing execution. This role demands a seasoned marketing leader who can both set a clear vision and roll up their sleeves to drive key performance indicators related to demand generation, event marketing, content creation, SEO, and marketing analytics. As a player-coach, you will build and manage a high performing team while owning the end-to-end marketing strategy that supports our sales pipeline and brand growth.

Key Responsibilities Strategy & Leadership

- Develop and execute an integrated marketing strategy that aligns with company objectives and drives pipeline growth.
- Define, monitor, and report on critical KPIs including lead generation, event engagement, content output, SEO traffic, and review acquisition.
- Foster a data-driven marketing culture, ensuring decisions are supported by rigorous analysis and performance tracking.
- Collaborate cross-functionally with Sales, Product, and Customer Success to align marketing initiatives and maximize impact.

Demand Generation & Event Marketing

- Plan and manage multi-channel demand generation campaigns across paid, organic, email, social, and event channels.
- Own execution and follow-up for trade shows, webinars, and other events targeting specific lead and attendance goals.
- Develop comprehensive event strategies including venue selection, logistics coordination, and post-event analysis to maximize ROI.
- Plan and execute corporate events, product launches, customer conferences, and industry networking events.
- Optimize lead nurture funnels and conversion pathways to consistently meet or exceed marketing qualified lead targets.
- Manage marketing automation and CRM tools for campaign execution, lead scoring, and funnel tracking.

Event Planning and Coordination

- Oversee end-to-end event planning including budget management, vendor negotiations, and timeline coordination.
- Coordinate event logistics such as catering, venue setup, technical requirements, and attendee management.
- Manage event marketing campaigns, promotional materials, and attendee engagement strategies.
- Conduct post-event evaluation and reporting to measure success metrics and identify improvement opportunities.

Content Strategy & SEO

- Lead the content marketing strategy ensuring consistent production of high-quality assets such as blogs, landing pages, whitepapers, case studies, and email sequences.
- Oversee SEO optimization efforts including keyword research, content optimization, and on-page SEO tactics to drive organic visitor growth.
- Drive customer review initiatives to boost social proof and brand credibility.

Travel Coordination & Management

- Plan and coordinate travel arrangements for marketing team members, executives, and event participants.
- Organize group travel logistics for trade shows, conferences, client meetings, and corporate events.
- Manage travel budgets, negotiate corporate rates with preferred vendors, and ensure cost-effective booking practices.
- Coordinate international travel requirements including visa processing, accommodation booking, and itinerary planning.
- Establish travel policies and guidelines to ensure compliance and optimize travel expenses.

Analytics, Reporting & Marketing Operations

- Design dashboards and regularly analyze campaign and channel performance, marketing attribution, and ROI.
- Conduct regular reviews of the demand generation funnel and marketing funnel stages to identify areas for improvement.
- Manage marketing budgets, vendor relationships, and operational processes to maximize efficiency.

Team Leadership & Development

- Recruit, mentor, and grow a marketing team starting with junior marketers, fostering a culture of accountability and continuous improvement.
- Provide hands-on coaching and performance feedback to ensure team members contribute effectively to KPI achievement.

Requirements

- Minimum 5 years of marketing leadership experience within B2B SaaS companies, preferably in start-up or high-growth environments.
- Proven success managing and delivering against demand generation KPIs including lead volume, event attendance, and content output.
- Expertise in AI concepts and tools is a must
- Strong expertise in marketing automation, CRM platforms, and digital marketing tools.
- Demonstrated ability to develop and optimize SEO strategies that drive organic traffic growth.
- Excellent analytical skills with experience using marketing analytics tools and campaign attribution models.
- Exceptional written and verbal communication skills, able to translate complex topics into clear, compelling messaging.
- Experience building and leading marketing teams, with strong cross-functional collaboration capabilities.
- Self-motivated and detail-oriented with a results-driven mindset and ability to manage multiple projects simultaneously.

Preferred Qualifications

- Experience in Product-Led Growth (PLG) SaaS business models.
- Background in content marketing, SEO strategy, copywriting, or product marketing.
- Familiarity with web publishing and SEO platforms.
- Prior experience managing marketing efforts for trade shows, webinars, or B2B review platform