
Title: Marketing Generalist**Department:** Sales & Marketing

About the Role

We're seeking a versatile **Marketing Generalist** to join our growing team. This individual will play a key role in executing our marketing strategy across multiple channels — including content, digital campaigns, social media, email, and events. The ideal candidate is a strong communicator, highly organized, and comfortable managing a variety of projects that drive brand awareness and lead generation.

Key Responsibilities

- **Content Development:** Create engaging written content such as blog posts, case studies, landing pages, email campaigns, and sales collateral.
- **Digital Marketing:** Support and execute paid ad campaigns (Google Ads, LinkedIn, Meta), SEO initiatives, and website updates.
- **Email Marketing:** Build and manage email marketing campaigns, newsletters, and nurture flows.
- **Social Media Management:** Develop a content calendar, manage posts across platforms (LinkedIn, Facebook, etc.), and engage with followers.
- **Campaign Execution:** Assist in planning and launching multi-channel marketing campaigns in collaboration with sales and leadership.
- **Event Support:** Coordinate webinars, trade shows, and virtual events, including pre-event promotion and post-event follow-up.
- **Brand Consistency:** Ensure all materials and messaging are aligned with brand guidelines and tone.
- **Analytics & Reporting:** Monitor campaign performance, track key metrics, and provide actionable insights.

Qualifications

- 3+ years of experience in a marketing role, preferably in a B2B or SaaS environment
- Strong writing and editing skills
- Experience with digital tools such as HubSpot, Zoho, WordPress, Google Analytics, and Canva or Adobe Creative Suite
- Knowledge of SEO, SEM, and social media advertising best practices
- Strong organizational and project management skills
- Comfortable working cross-functionally with sales, product, and external vendors
- Self-starter who thrives in a fast-paced environment and can juggle multiple projects

Preferred (but not required)

- Experience in marketing to government, education, or highly regulated industries
 - Basic HTML/CSS knowledge for website content management
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Why Join Us

- Be part of a collaborative, mission-driven team
- Flexible work environment
- Opportunities for growth and skill development
- Help shape the marketing strategy of a company undergoing exciting change and expansion