



## Marketing Manager - Content & Digital

### Background

Triax Technologies, Inc. develops technology devices for construction site connectivity to improve the safety of workers and keep productivity moving forward. Our Spot-r wearable and sensor technology platform provides total jobsite visibility, identifying worker and equipment location, utilization and interaction, while keeping users informed of safety incidents as they occur, resulting in faster response to injuries, improved safety performance and risk mitigation, and increased efficiency. We are committed to delivering the first truly connected jobsite, partnering with dedicated industry leaders, solution providers and experts to enable real-time, data-driven project, workforce, equipment and safety management. Founded in 2012, Triax offers employees a unique, fast-paced, creative, and independent work environment. Named a Best Place to Work in Connecticut in 2019 by the Hartford Business Journal, we are dedicated to constant innovation and collaboration, and are looking for like-minded individuals to join our team.

### Job Description

Our marketing team is in need of a passionate, creative highly motivated writer, campaign strategist, digital marketer and content king or queen to lead the planning, development and implementation of marketing strategies, campaigns and deliverables for a leading player in the emerging construction technology space. With primary responsibility over our content and digital channels, we are seeking an experienced B2B marketing professional who will lead a variety of activities and functions, including email, website, social, marketing automation, SEO, digital advertising, content development, campaign creation, and internal and external communications. The position will directly impact Triax's initiatives in building brand recognition, driving demand generation and supporting the customer experience and client retention. The ideal candidate will be analytical, creative, organized and have a deep passion for what they do. You must be a self-starter that is a constant self-learner.

### Responsibilities

- Create and execute marketing campaigns to increase lead flow and nurture opportunities.
- Develop and execute a content calendar to support our core campaigns, product releases and industry thought leadership. Ideal candidate will have experience creating content as well as managing freelance contributors.
- Oversee the development of video content and written collateral, including company and product fact sheets, by-lined articles, e-books, case studies, presentations, and on-boarding and training materials. Writing samples would be a plus.
- Lead and execute our email marketing strategy, including lead nurture and drip campaigns, event promotions, company newsletter, product announcements, and customer and prospect communication to increase lead flow.



- Manage marketing database, build list segments and filters, and ensure the cleanliness and completeness of all fields and records.
- Become our in-house marketing automation (Pardot) expert.
- Oversee our social media presence, including publishing of content and engagement in relevant dialogues, while developing strategies to grow our audience and reach.
- Manage social media and blog calendars by organizing, creating and posting content weekly to drive brand and product engagement.
- Oversee digital marketing initiatives, including SEO, PPC, display, remarketing and paid social.
- Edit and optimize website content.
- Identify, evaluate and execute new digital marketing strategies and tactics to ensure we maintain a competitive edge.

### Required Qualifications

- BA/BS in marketing, communications, advertising or related field is preferred
- Minimum 4 years experience in a B2B marketing role
- Knowledge of marketing automation/email marketing tools (Pardot preferred)
- Exceptional written and oral communication skills a must
- Highly proficient at content-based, inbound marketing techniques for specific buyer personas
- Practical experience with social media channels
- Experience with or ability to learn various pieces of software or digital marketing platforms, including Wordpress, Pardot, Salesforce and Google Ads
- Ability to manage multiple projects and work independently, as well as a team, in a fast-paced, high-growth environment
- Excellent writing, grammar, proofing and editing skills
- Working knowledge of HTML and CSS preferred
- Ability to learn quickly and communicate effectively

### What we offer:

- Competitive compensation
- Generous health benefits
- Paid maternity/parental leave
- 401K match
- Open vacation policy
- Cell phone reimbursement