

Marketing Manager

With a presence in 35 countries worldwide and continued growth since listing on the ASX, Volpara Solutions is growing their Marketing Team in-order to deliver more value to their customers. Their teams are dedicated to saving families from breast cancer, by creating market leading software and tools – and with recently regulatory changes in the US their products are becoming a market standard.

The Marketing Manager will work closely with the Marketing Director to develop programs supporting the rapid growth of the company globally. The Marketing Manager will be responsible for:

- Helping to establish short and long-term vision and strategy for the Volpara Solutions brand
- Collaborating to develop differentiated brand positioning
- Participating in the product launch plan to include crafting value proposition and messaging for each role/persona, understanding competitive environment, designing and producing marketing collateral and data sheets
- Developing content such as blogs, press releases, web copy, thought leadership, testimonials, and customer presentations
- Working with the Marketing Automation Specialist, develop strategic demand generation programs for the product portfolio
- Working with the Digital Marketing Specialist to update website and improve SEO
- Helping to coordinate tradeshow participation

Measures of Success

- Development of brand strategy and messaging across business and products
- Increase lead generation
- Consistent blog postings throughout the year
- Successful website launch

Qualifications

- B.S. or B.A. degree in Marketing, Communications, Business or related field
- 5+ years of experience in developing brand strategy/integration and product positioning
- Works well in a collaborative team environment
- Creative thinking
- Disciplined approach and personally motivated--able to work remotely with minimal supervision
- Excellent communication skills (written, verbal, presentation)
- Proficient in data analysis
- Ability to thrive in a fast-paced environment
- Outstanding attention to detail and a sense of project ownership
- Strong planning and execution skills
- Travel is estimated to be approximately 15%

If you are interested in this position, please send your resume to careers@volparasolutions.com.