Marketing Manager

Full-Time Hybrid/Castle Rock, CO, USA Salary: The compensation range for this position is $75,000.00 - $100,000.00 USD annually, dependent on skills and experience.

Intterra was born from the belief that there is a better way to get data and information to those working on the frontlines. Today, our team specializes in creating a comprehensive, multi-source common operating picture supporting planning, actionable intel and data management tailored to the specific needs of fire departments, emergency services agencies, utilities, and related industries.

Our GIS and map-based software solutions for R3™ Risk – Response – Resilience enable our customers to visualize, prepare for, respond to, and recover from small- and large-scale events and support their day-to-day operations, making communities stronger, safer, and more resilient.

Intterra is seeking a skilled Marketing Manager to take our Marketing function to the next level. This high-impact and broad position will drive marketing for our flagship SaaS geospatial Emergency Services products and promote our brand. The role includes marketing content development, website maintenance, SEO optimization, social media marketing, brand awareness, and strategic planning.

**Experience marketing software in GIS, Fire, Emergency Services, or Public Safety is highly desirable.**

**Life with Us – Your Role as Marketing Manager**

* Evaluate and develop Intterra marketing strategy and marketing plan working with Intterra leadership to determine how best to use our resources for maximum effect
* Optimize Intterra’s demand-gen channels, including our website, paid search, and advertising
* Coordinate marketing projects from start to finish, aligned with the budget and timelines
* Oversee social media and content marketing strategy
* Manage and maintain our website, content, and SEO plan
* Write, edit, and organize marketing content for email marketing, social media, blog, and other platforms, and perform editorial reviews on contributions from others
* Understand our market, buyers/personas, pain points and develop messaging and branding for campaigns aligned with the corporate mission
* Monitor, report, and analyze marketing effectiveness and campaign performance and optimize lead generation
* Work closely with Sales on messaging and demand generation to contribute to the company’s business development and growth strategy
* Maximize utilization of HubSpot marketing automation – campaigns, landing pages, lists, progressive profiling, workflows, lead capture, scoring, and analytics and reporting
* Research demand for Intterra products and services in collaboration with Product Management
* Coordinate with Sales to manage the promotion of events, and collaborate with Sales on executing trade shows and events as needed
* Work cross-functionally with Sales, Product, and Customer Success

**Your Qualifications and Experience**

* Bachelor’s degree or equivalent experience in Marketing or related business discipline
* 3-5 years of marketing management experience with solid project management skills and a detail-oriented, metrics-driven focus
* Demonstrated experience with Sales/CRM platforms (HubSpot Marketing preferred)
* Solid written communication skills, including writing and proofreading, with the ability to translate complex concepts into actionable information
* Experience developing content for the web, blogs, newsletters, social media, collateral, video, and presentations
* Website design and maintenance
* Experience with SEO, SEM, and Google Analytics and Ads
* Proficiency with Microsoft 365 (Word, Excel, PowerPoint), Google Workspace, Slack, Teams
* Manage resources, efforts, and juggling projects and timelines in the development of marketing materials and projects
* Growth mindset – separate the urgent from the important, handle a variety of tasks, execute rapidly, thrive with less oversight and process, and learn and help us grow
* Confidence in identifying the path forward, making recommendations, and taking action; must be self-directed, collaborative, responsible, accountable, and transparent

**Stand Out Skills (good to have):**

* Experience in Public Safety software, GIS software, Fire, Emergency Operations or Electric Utilities
* Marketing certification and membership in a professional marketing organization
* Experience in growth-stage companies with B2G or B2B SaaS is highly preferred
* Experience working with web CMS software
* Experience with Adobe Suite (InDesign, Photoshop, Acrobat), Adobe Express, Canva and/or video editing tools
* Familiarity with webinar software, such as Zoom and Google Meet
* Knowledge of Monday, Confluence, Jira or similar tools

Interested but don’t quite meet the job requirements? If you are detail-oriented, have great marketing skills, can manage high-quality deliverables on time, and this role would excite you to come to work every day, please apply.

To apply, go to [intterragroup.com/careers](https://www.intterragroup.com/careers/) and submit a resume with a cover letter.

*Intterra is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability, or protected veteran status. We are committed to providing an environment of respect, acceptance, inclusivity, and equal opportunity. Discrimination and harassment of any type in any form will not be tolerated.*