



First Corporate
solutions

Job Title: Marketing Manager

Report to: TBD

Location: Sacramento, California

First Corporate Solutions (FCS) is a global risk management and due diligence firm providing UCC and corporate solutions that help legal and financial professionals mitigate risk and perfect secured transactions. As a longtime leader in web-based due diligence solutions, FCS offers a comprehensive online lien searching, UCC filing, monitoring, and portfolio management system that provides users with centralized management of all of their due diligence related activities.

The ideal candidate will support Product, Marketing and Sales in the development, execution and measurement of customer engagement communications across email, direct mail and web marketing. He/She is responsible for the development and implementation of FCS' marketing plan to deliver on corporate objectives for growth.

Essential Duties and Responsibilities

Strategic Marketing & Brand Development

- Participate in the development of branding and corporate identity initiatives
- Develop and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects
- Develop and manage marketing budgets
- Develop Go-To-Market plans
- Conduct customer, brand and product research initiatives
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Offer expert advice to develop innovative advertising, public relations, social media and events
- Negotiate with vendors to guarantee advantageous contracts
- Work with new business development team and sales teams on brand initiatives
- Manage agency providers, consultants, freelancers and other suppliers, including contract negotiation and management

Digital Marketing / Marketing Automation

- Manage website KPIs and provide monthly reports
- Devise strategies to drive online traffic to the company website
- Track conversion rates and make improvements to the overall marketing efforts
- Improve the usability, design, content and conversion of the company website
- Develop landing pages and optimize conversions
- Apply analytics insights, present and execute on ideas to improve traffic, lead generation, and lead lifecycle management
- Develop and execute digital marketing (webinar, content and social) campaigns
- Develop metrics for digital lead generation campaigns
- Analyze lead generation programs and create alternative
- Create and manage email marketing campaigns (newsletter, white paper emails, webinar invites, etc.)
- Create A/B testing for email campaigns and landing pages
- Manage CRM (Salesforce / Dynamics) and marketing automation (Hubspot) systems
- Develop marketing metrics reports
- Build demand generation and lead nurturing campaigns

- Standardize, cleanse and upload contact lists into marketing automation system
- Establish and track ongoing metrics, including campaign effectiveness, prospect engagement funnel advancement, and ultimate return to identify successes and enhancement opportunities.

Content Creation

- Draft press releases
- Write featured articles
- Manage website and marketing collateral content

Social Media

- Manage social media (Facebook, LinkedIn and Twitter) profiles

Presentation

- Develop and conduct educational and promotional webinars for lead generation
- Conduct live and web presentations/trainings on behalf of company

Tradeshaw Coordination

- Assist with trade show coordination
- Draft pre and post trade show / conferences marketing communications

Design

- Must have a creative background and proficient in InDesign & Illustrator

Other Assigned Projects

Education

- Bachelor's Degree in business, marketing, communications or related field; OR, if no degree, 5 years business-to-business digital marketing experience

Qualifications

- At least 5 years of marketing experience
- Prolific writer
- Preferred experience in B2B software, Fintech, Regtec, data risk management, financial or legal sectors
- Preferred domain experience in due diligence and Uniform Commercial Code
- Experience in brand development and GotoMarket plans
- Experience in building B2B lead generation programs in marketing automation systems (Hubspot)
- Experience in developing email marketing programs
- Experience in strategizing and executing social media campaigns
- Experience in developing content marketing strategies
- Experience in producing content in a vast
- Familiar with Salesforce.com or MS Dynamics
- Expertise with SEO, SEM, web analytics and landing page optimizations
- Demonstrated results in online lead generation
- Proficiency in MS Office (Word, Excel, PowerPoint, Outlook)
- Experience with Adobe Creative Suite (Illustrator, InDesign and Photoshop) and basic HTML

To apply

Email your cover letter and resume to careers@ficoso.com