



## **JOB POSITION: MARKETING MANAGER**

### **LOCATION: NORTH AMERICA**

Snipp is a fast-growing publicly listed company, focused on building cutting-edge promotions, loyalty, and shopper marketing technology solutions for brands. It's a dynamic organization with a small company feel and an international footprint. We want to disrupt the market together by changing the way promotions and loyalty programs are executed. We work with some of the largest brands and agencies in North America, EMEA and increasingly internationally. We're looking for a qualified, experienced Marketing Manager wanting to innovate in a fast-paced SaaS environment.

### **POSITION OVERVIEW**

The Marketing Manager supports marketing initiatives to build pipeline and grow awareness of the company. You will play a role in the content marketing, SEO, social media (paid and organic), email marketing, events and in building a tight connection with the SDR and sales teams. We are looking for a candidate with a track record of success in marketing for SaaS companies. The candidate should bring a strong business-oriented mindset, be well organized, detail-oriented, proactive and eager to learn, have superior communication skills, and finally be a team player. While this role is primarily B2B, there may be some opportunity to be involved in B2C campaigns for one of our Snipp offerings.

### **ROLES AND RESPONSIBILITIES**

- Understanding our buyer personas and the needs and “pains” of our target market
- Developing marketing strategies that will help generate leads and/or grow awareness of Snipp
- Performing research and producing stellar content and/or work with agencies to deliver on content projects
- Analyzing our metrics, competitors, search trends to uncover actionable insights or improvement opportunities
- Rolling out integrated campaigns targeting specific personas and/or companies
- Developing and posting social media content
- Supporting events and webinars, including planning, content creation and during and post-event activities
- Creating and launching newsletters and/or drip campaigns
- Completing and maintaining appropriate information in Zoho and Hubspot
- Other duties as assigned

### **QUALIFICATIONS**

- Bachelor's degree or equivalent training, plus 3+ years of relevant work experience
- Coachability & Positive personality
- A “can-do” attitude
- Strong written and verbal communications
- Willingness to learn and grow with the company
- Strong ability to problem-solve and find new ways to create value
- Experience in Loyalty / Promotion / Reward business a plus
- Ability to work efficiently in a fast-paced team environment

## ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS

- Fully remote – Will work from Home
- This position may include travel to events and conferences
- All prospective employees must pass a background check.

## BENEFITS

- Full benefits and salary commensurate with experience. [www.snipp.com](http://www.snipp.com)

## WHAT WE PROVIDE

- Competitive salary
- Paid vacation
- Internal growth opportunities with a growing company
- Ability to work with an amazing international group from USA, Ireland, Italy, India, and beyond

## ABOUT SNIPP

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPP.

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