

Job Description

Our value to both prospective and current clients is determined by our ability to deliver services that far exceed what traditional firms provide.

Ideas are not hatched in silos. Our employees are challenged, and ultimately rewarded, based on the quality of their idea generation, successful execution of client-driven projects, and on their ability to work in a collaborative environment.

To achieve our goals we foster a flat organizational structure not simply as a way to facilitate the flow of information and stimulate new ideas, but to better align our processes with that of our clients.

Overview:

Loan Science is looking for a Marketing Manager to join our Marketing team at our headquarters in Austin, TX. The ideal candidate is a hardworking, ambitious person who has some familiarity with Marketing principles and strategies and is eager to learn more in a hands-on environment.

Responsibilities include working with Sales and Operations to develop and execute a marketing plan, including thought leadership, events, product positioning and go-to-market, and managing the company website.

Responsibilities Include:

- Develop, maintain, and execute the marketing event calendar including conferences, speaking opportunities, and webinars
- Assist with go-to-market planning for new products and markets
- Set up and manage lead generation and nurturing campaigns using CRM and marketing automation systems
- Manage company website, including student/borrower information content
- Create marketing assets for product launches, go-to-market activities, sales training, and demand generation programs
- Provide assistance to Clients, including Loan Science marketing materials, student communication, and product information, as needed
- Develop and maintain borrower communication content (i.e. text messaging, email and letters) in support of default prevention services
- Research keywords and current market trends to develop and execute a content marketing strategy
- Develop and manage Marketing workflows, coordinating with other departments and vendors to execute Marketing initiatives as needed
- Direct and partner with contractor resources including writers, designers, and agencies
- Develop and maintain responsibility for a marketing budget
- Other duties, as assigned

Candidates who are hired will have a fantastic ground floor opportunity to pursue a career in Marketing.

Qualifications:

- Must have a Bachelor's degree; marketing degree preferred
- Strong written and verbal communication skills
- Fundamental marketing skills including understanding how to develop positioning and messaging that differentiates a product or service from the competition
- Enjoy working as part of a team, and can drive individual results
- Must be organized and very detail oriented
- Action-oriented and show perseverance in completing assigned projects and tasks
- Hands on experience with e-mail marketing and WordPress preferred, but not required

The rest, you will learn!

To apply please send your resume and cover letter to atolbert@loanscience.com with "Marketing Manager" as the subject.