



Associate Director - Marketing  
DATABENTO

**Job Category:** Sales/Marketing/Business  
Development

**Job Source:** nrbjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Experience:** 1-5 years

**Posted On:** 21 Apr 2024

**Application Deadline:** 20 May 2024

## Job Context

- The financial industry is growing at a record pace, but our data providers are still stuck in the past — with cumbersome onboarding processes, complicated APIs, slow infrastructure, and expensive licensing costs.

## Job Description/Responsibility

- Lead or co-lead social media on LinkedIn and Twitter, including valuable short-form posts, long-form technical blog posts, videos, polls, and more.
- Drive ideas and efforts to create PR, partnerships, case studies, and co-marketing opportunities with other companies in our industry.
- Improve the company's SEO and SEM strategy, as well as other digital ad placements, backlink opportunities, and website optimizations.
- Execute various inbound and outbound campaigns; track relevant metrics to determine the ROI of campaigns and marketing channels.
- Research competitors and their marketing strategies.
- Collaborate with executives to make decisions regarding the budget, branding, and direction of the company, including high-level decisions regarding agencies.
- Create and maintain a successful brand and image.

## Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

## Experience Requirements

- 1 - 5 years of experience is required.

## Additional Experience Requirements

- 1-5 years of working experience in B2B SaaS in areas like SEO, digital marketing, growth marketing, social media, and/or PR.

## **Skills Requirements**

- A natural interest in posting and engaging frequently with our community of quants and developers on LinkedIn and Twitter.
- Knowledge of CRMs like Hubspot, as well as SEO metrics, growth metrics, and content analytics.
- An interest in quant trading, market data, and/or the financial industry.
- A desire to work at a fast-growing fintech startup.

## **Work Area**

- Applicant should have experience of working in the following category(ies):  
Sales/Marketing/Business Development

## **Industry Type**

- Experience should include the following skills: Others

## **Job Location**

- Anywhere in the country

**Address:** Boston, MA, Boston, MA, United States

**Company Profile:** Company - Public

**Company Website:** <http://www.databento.com/>