



RunSignup | GiveSignup Vice President Marketing

Overall Job Description:

The new RunSignup | GiveSignup Vice President of Marketing will play a key leadership role in expanding the base of customers using our technology over the next 12 months, and will put in place the systems and processes that will allow us to scale significantly in 2022 when we do a large round of funding to propel GiveSignup to the next level.

What You Will Do:

- Enhance and implement effective initiatives across all stages of our marketing funnel
- Introduce the 8,000 nonprofits who use RunSignup today to our GiveSignup offerings
- Establish GiveSignup as the technology leader in nonprofit fundraising and events
- Create a cohesive strategy and messaging platform for the two distinct, yet overlapping, brands of RunSignup and GiveSignup

Apply hands on role with existing marketing team to execute on the following:

- Develop and lead the demand generation function to drive predictable, scalable and repeatable pipeline and ultimately contribute to revenue growth.
- Own the demand funnel by developing the right scoring, conversion paths, nurturing and routing practices in concert with sales leadership for an integrated approach that maximizes its revenue contribution.
- Develop a thorough understanding of who our customers are, what they do, what keeps them up at night and what we can do to alleviate their pain points to create an enjoyable and engaging customer experience.
- Define and develop lead nurturing campaigns based on target buyer personas and real-time measurements based on lead quality and conversion.
- Partner with internal and vendor resources in support of the creation and repurposing of content to feed the machine.
- Management of all inbound and outbound digital demand generation channels, such as email, digital advertising, industry conferences, SEO, webinars, social and account-based marketing (ABM).
- Execute digital strategies and tactics to drive web traffic, content conversion and brand awareness.
- Work closely with sales, sales ops team to further define and implement optimal lead management processes, messaging and resources — including lead flow processes with sales.
- Create dashboards and track demand generation performance, quality and business impact through key metrics including enabling lead flow and end-to-end reporting and analytics; define and track lead forecasts and conversion rates.
- Partner and collaborate with internal stakeholders, including Product, Client Success and Member Care to inform consistent messaging. Set a tone of high standards, customer obsession and data driven disciplined decision-making.
- Deep interest in the data underlying the funnel and ability to nerd out on the data. Continuously research and remain knowledgeable of industry trends, competition and buyer personas.
- Build alliances with channel partners



Preferred Experience/Characteristics

- Extensive Marketing experience especially in demand generation and brand building
- Experience in building out Marketing and Sales Funnel
- Experience in SaaS, payments, long tail B2b
- Experience in expanding net revenue retention via cross selling
- Previous leadership role experience, preferably as a VP Marketing or CMO
- Gets stuff done rather than just talk about stuff
- Attention to detail and ability to complete tasks in a high volume environment
- VC or PE backed company experience
- Command of marketing processes, automation tools, and tactics to execute a strategy across a mix of products and services
- Hands on experience with CRM, Marketing Automation, SEO, SEM and analytics tools
- Demonstrated ability to use data systematically to develop relevant insights and influence decision making
- Nonprofit and Running/endurance enthusiasm and experience
- Ability to listen to what customers need and provide solutions based on their needs
- High energy, hands-on, ability to complete full lifecycle of customer acquisition and develop a strategy to optimize LTV
- Nimble and excited to work in a growing company with shifting responsibilities
- Thirst for learning
- Team player who acts with personal integrity and treats others with respect
- Desire to mentor and strengthen the entire team

Reporting Relationships:

- Reports to the CEO, Bob Bickel
- Direct reports: Two established marketing professionals
- High collaboration with: Head of Sales and Head of GiveSignup

Location:

Preference for our headquarters near Philadelphia, PA or our sales office in Richmond, VA. Also open to remote locations as we have a very distributed team.

About RunSignup | GiveSignup

RunSignup | GiveSignup is the leading all-in-one platform for fundraising and endurance events. More than 21,000 events (25-30% market share), supporting over 8,000 nonprofits, use RunSignup | GiveSignup's free and integrated solution to save time, grow their events, and raise more. Built on a powerful CRM, our expertly crafted, open, and all-in-one solution powers revenue generation and supporter engagement for nonprofits and the endurance industry, from run/walk/rides to ticket events to donation websites, forms, and fundraising campaigns. For more information, visit www.givesignup.org or www.runsignup.com

RunSignup is a dynamic, nimble organization and an equal opportunity employer offering a competitive salary, paid time off including major holidays, healthy benefits, and remote work location. Our headquarters is in Moorestown, New Jersey and our main sales office is located in Richmond, Virginia.