



JOB SPECIFICATION

Marketing Campaign Lead

Fraxion Spend Management



About Fraxion

Fraxion develops leading cloud-based procure-to-pay solutions for effective spend management. We operate from Seattle (head office) and Cape Town, and our cloud procure-to-pay solution is trusted by mid-sized companies worldwide to proactively manage, analyze, and optimize business spending.

Duties

We are looking for a results-driven Marketing Campaign Lead with B2B SaaS experience to develop, implement, track, and optimize our digital marketing campaigns across all digital channels to drive demand and growth. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution to drive qualified sales opportunities.

Essential Experience:

- B2B SaaS / FinTech experience
- Generating demand through various digital channels
- Conversion copywriting
- Experience in A/B testing, analyzing, and optimizing conversion rates across all digital marketing channels and campaigns
- Developing an organic social media strategy and managing and growing our social media presence
- Measuring and reporting on the performance of all digital marketing campaigns

Responsibilities:

- In this role, you'll support the marketing plan to drive demand and growth in North America and EMEA regions.
- Own demand generation to drive qualified inbound and outbound leads for our US and SA sales teams via organic, paid channels, and outbound campaigns.
- Manage and optimize content and conversions for digital marketing campaigns, including email, social media, digital ads, landing pages, creative, and messaging.
- Identify opportunities, build, and manage online presence and implement new and creative brand awareness and growth strategies.
- Refine our messaging to targeted audiences and personas to improve response rates by experimenting with new email, website, and digital copy.
- Extract data from keyword analysis tools to optimize ad copy and content

- Develop an organic social media strategy and manage and grow presence to drive engagement with our target market.
- Own sales enablement: Develop social selling and marketing collateral
- Create and optimize content for newsletters and nurture campaigns
- Measure and report on performance of all digital marketing campaigns, and assess against goals
- Collaborate with VP Marketing and digital marketing agency
- Ad hoc Sales and Marketing tasks

Requirements:

- Industry Relevant Tertiary Qualification
- 2+ years proven experience working in B2B SaaS digital, growth or performance marketing
- Demonstrable social media, content, email campaign and demand generation experience
- Experience using personas and content marketing strategies to analyze the success of campaigns.
- Excellent written and verbal communication skills
- Exceptional attention to detail and follow-through
- Required to work independently and collaborate with cross-functional teams
- Demonstrated experience in working with CRM systems and marketing automation technologies such as HubSpot and website analytics tools.
- Data-driven and analytical with experience in A/B testing and conversion rate optimization for continuous improvement
- Self-motivated and strong sense of ownership
- Strong problem-solving skills and the ability to learn and iterate quickly
- Knowledge of GDPR and POPIA
- The ability to work under pressure and meet tight deadlines
- Solution-oriented with the ability to see challenges as opportunities for organizational growth
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Availability to work flexible hours due to US head office and dealings with partners and service providers in North America.

Email applications to Human Resources – lea@lynksa.com