



## Marketing Manager – Pittsburgh, PA or Remote

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Nuventive invites you to work with us in one of the fastest growing and most exciting markets within higher education software. We believe in career and personal development, recognize personal accomplishment, and offer competitive pay and benefits.

Nuventive is currently looking for a passionate, metrics-oriented marketer to manage marketing and demand generation for Nuventive. This key role will ensure that Nuventive's demand generation programs are well-defined, communicated and executed. This critical team member will work closely with in-house and external stakeholders to drive measurable lifts in revenue. This position requires a unique blend of technical, analytical, creative and project management expertise.

To be successful you will need to be self-motivated, deadline-driven and proactive; have a positive approach, create immediate, effective solutions, and always be willing to tackle the next challenge.

Interested applicants may submit a resume and cover letter to Denise Raney at [dcraney@nuventive.com](mailto:dcraney@nuventive.com).

### **Responsibilities include:**

- Manage and report on inbound and outbound, online and offline demand generation campaigns
- Design, test and execute lead generation/nurturing campaigns with Hubspot marketing automation software
- Set up and coordinate webinars using GoToWebinar and manage all promotion and follow-up
- Update Salesforce CRM and Hubspot lists with new contacts, un-subscribes and opt-outs
- Facilitate Nuventive's participation in and follow up on virtual and in-person events
- Work with internal/external resources to create compelling content and assets (case studies, white papers, collateral, etc.)
- Work with internal/external resources to manage social demand generation
- Apply response analysis and best practices to optimize all aspects of demand generation
- Facilitate a strong working relationship with customer success and sales
- Establish and report on campaign metrics, closed-loop reporting and ROI

### **Desired Skills, Experience and Knowledge**

- Solid communication skills - both written and verbal
- 5-7 years of B2B marketing experience, preferably with a cloud software company
- Advanced knowledge of best practices in Hubspot B2B marketing automation (Hubspot mandatory), demand generation, web analytics and rules-based lead nurturing and scoring
- Strong analytic capability, with 2+ years of campaign analysis experience



- Demonstrated proficiency with multiple channels of B2B demand generation, including, but not limited to email, web, PPC, SEO, SEM, social, webinars, and events
- Experience executing lead scoring and nurturing programs
- Experience with technologies for webinar production and promotion, including coordinating Hubspot, GoToWebinar, Vimeo, WordPress and Salesforce
- Experience with database management functions, including lead/list management, cleansing, de-duplication, data validation, segmentation, tagging, custom report creation and import/export of CRM data
- Experience with targeting, segmenting and profiling of prospects and customers
- Experience writing and presenting ROI-driven marketing campaign plans
- Experience working in higher education helpful, not required
- Outstanding attention to detail with superior time and project management skills
- Creative thinking skills to deliver fresh ideas
- Adept at handling a multitude of different responsibilities at one time
- High energy, positive attitude, team-oriented and a strong work ethic
- Education: Bachelor's degree or equivalent

Salary commensurate with experience.

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### **About Nuventive**

Nuventive enables higher education institutions to turn their plans into progress through the better use of information. Its cloud-based platform-as-a-service brings business process and information together to support any improvement initiative, including overall strategy, accreditation, student success, learning outcomes assessment, general education, sustainability, administrative outcomes assessment, program review, and diversity. Nuventive is headquartered in Pittsburgh, Pennsylvania with distribution in North America, Europe, and Asia-Pacific regions.

Nuventive's benefits package includes 401K, paid holidays/sick days, and medical insurance. Nuventive is committed to ensuring equal employment opportunities without regard to race, ethnicity, color, national origin, religion, creed, sex, pregnancy, veteran status, age, marital status, sexual preference, gender identity, disability, genetic information, or any other legally protected characteristic. We will make reasonable accommodations for individuals requiring them in accordance with applicable federal and state laws. To request an accommodation during the application process, please contact [info@nuventive.com](mailto:info@nuventive.com).