



About the Company

Harden your systems like steel in under an hour! SteelCloud simplifies cybersecurity compliance, automating STIG/CIS/CMMC remediation, reducing costs, freeing developers for other initiatives, supporting your Zero Trust goals and locking down systems with steel-clad assurance. Our patented ConfigOS software evaluates and hardens every application endpoint, creating a securely “perfect” environment for running software in classified, tactical, cloud, weapon and other secure system environments. It also reduces manual hardening efforts by 90%, lowers costs by 70%, and reduces days and weeks’ worth of work to just one hour. Learn more at www.steelcloud.com.

Demand Generation Campaign Manager

SteelCloud is looking for a Demand Generation Campaign Manager to join the marketing team to own our email automation, landing pages, Adwords and social media platform advertising execution. You will also develop automation programs and nurture our various personas to provide incremental value and nudge our leads towards sale in a way that feels human and still converts. We also need you to understand the right types of content to send to the right people at the right time, both for lead nurturing, trigger campaigns and to boost the sharing and forwarding of our content-driven emails. Our office is in Ashburn, VA, where the role is based.

Responsibilities:

- Partner closely with content marketing to develop the right content and amplify the content strategy while understanding our data, systems and other operational workflows to balance with our email and automation programs
- Lead program execution of digital campaigns targeting key segments to generate new business and increase penetration within key accounts.
- Create nurture campaign emails, trigger campaigns, newsletters, landing pages, forms, lists/segmentation, and reports that are personalized to the customer personas

- Utilize marketing data to execute A/B testing initiatives
- Standardize, cleanse, tag and upload contact lists into automation system
- Collaborating with Salesforce Admins to assist with system integrations and ensuring sound data synching between platforms
- Monitor sales engagement and nurture opportunities through the funnel; Report on activity engagement metrics and campaign results; Report on program performance and provide insights to help guide the direction of future campaigns and programs (Salesforce, web, social, and other platforms)

Requirements:

- 5+ years of relevant experience in B2B software
- BA/BS degree Marketing, Communications or other relevant field or equivalent work experience.
- Proficiency in Google Adwords, as well as ad social ad placement platforms (LinkedIn, Facebook, Reddit, Twitter, etc.)
- Proficiency in marketing automation platforms (e.g. Hubspot, Constant Contact) and Salesforce CRM.
- Excellent writer and communicator (in both written and verbal form).
- Experience building marketing campaigns end-to-end.
- Proven track record of generating traffic, converting visitors into leads, and then nurturing them (using dynamic workflows) into converted customers.
- Proven success leading digital ad campaigns, email marketing, lead nurturing, marketing automation, and/or web analytics.
- Ability to track and measure success and adjust campaigns accordingly to improve conversion performance.
- Can work independently with little supervision with all levels of the organization

What could set you apart:

- Public sector marketing experience
- Ability to write short form copy and blogs with an eye for proofreading
- Excellent organizational and project management skills; Outstanding collaboration and communication skills
- Critical thinking and project management
- Initiates and takes responsibility for own development
- Familiarity with inbound and outbound marketing and the use of marketing metrics to increase ROI

We offer comprehensive compensation and healthcare packages (HSA, Healthcare FSA, Dependent Care FSA), 401k matching, paid time off and holidays.

To learn more visit: <https://www.steelcloud.com/careers/>

To Apply: Email your Résumé and Cover letter to: jcoffey@steelcloud.com.