

ReadyTech (ASX:RDY) exists to help communities thrive.

From education and workforce management to local communities, government, justice systems and beyond, we create awesome technology that helps our customers navigate complexity while also delivering meaningful outcomes.

The Marketing Manager - Education will execute a marketing strategy that supports the Education segment to grow revenue by increasing share in the Enterprise, growing 'share of wallet' within the existing client base, and by increasing client retention and loyalty.

This role will suit someone who can balance being strategic, whilst rolling up the sleeves and leading by example to create impact.

If you were here last week, you might have:

- Refined our marketing strategy in response to market developments, changes in the competitive landscape and in response to the evolution of our SaaS products and services
- Reviewed and managed the marketing budget in consultation with your stakeholders and peers
- Refined our quarterly marketing plan in pursuit of our growth in the Enterprise market
- Developed a go-to-market plan and value proposition for a new or existing SaaS product capability or partnership
- Worked with your peers across sales and account management to discuss pipeline acceleration, expansion opportunities and revenue retention
- Developed and executed an ongoing segmented engagement program of frequent and consistent touch points to existing customers – EDM's, events, blogs, nurture campaigns, webinars.
- Supported the sales team to research and execute marketing events and campaigns aligned with the corporate vision, themes, and brand guidelines.
- Taken ownership of digital marketing, including product websites, SEO, SEM and all relevant digital marketing initiatives.
- Reviewed performance metrics with a keen eye on ROI, ensuring that each marketing activity is tracked and measured - Used data and dashboards to inform future programs.
- Thought about how to keep nimble so that we address the ongoing demand for opportunistic and ad hoc marketing needs of the sales teams in response to the health of the pipeline and change in market conditions.
- Shared metrics and reporting to inform broader teams of best practices.
- Spent some time deeply thinking and staying abreast of and interpreting the competitive landscape, and current market trends to assist with strategic development.

More about you:

- You are an energetic leader who can motivate, develop and nurture individuals to reach their full potential, whilst bringing them on the journey towards best practice marketing
- You are emotionally intelligent and self-aware, and this empowers you to engage, influence, and collaborate with all levels of the business to achieve joint outcomes.
- You are super organised, with excellent project management and time management skills. You thrive in working on and delivering multiple initiatives.
- You are pragmatic and possess strong commercial and financial acumen, including the ability to budget, forecast and prudently manage available funds to achieve effective outcomes.
- Strong attention to detail with the ability to balance competing priorities and leverage team resources effectively.
- You pride yourself on being a data-driven marketer that leverages analytics in their decision making.
- You can navigate between strategy and operational elements of marketing – and are comfortable to "roll up the sleeves" as it's an autonomous position.
- You have knowledge of systems such as Salesforce and how to leverage them to delivery key insights
- Experience working in a B2B/B2E SaaS business, specifically marketing and selling to EdTech products would be an advantage.

ReadyTechers know working in tech is about more than the product. It's about people. With our value of being "Ready to put people first", we know that different life experiences bring much-needed perspectives to the way we work, and so we're committed to seeing things through each other's eyes. We invest deeply in relationships by offering positivity, fairness and empathy in every interaction and love that everyone is different. We're proud to be an equal opportunity employer that celebrates our diversity of race, beliefs, sexual orientations, gender identities, age, disability status, marital status and more - so that every single one of us can feel like we belong.

So, if you are ready for anything, please apply today. Please note, we will send you some testing to complete as part of your application as we have found this helps us to quickly identify potential ReadyTechers!