



SIDEDRAWER™

# #hiring

## Marketing Manager

We are seeking a Marketing professional to join our fast-paced team. As the Marketing Manager, you'll be part of the SideDrawer's Marketing Team and responsible for creating compelling messaging, positioning, sales materials and more.

### What will you be doing at SideDrawer?

- Maintain the company's messaging, positioning, & value propositions
- Serve as the primary voice of the customer for the marketing and sales team
- Preside over product launches, ensure that metrics are set and hit, tasks are assigned, and everything runs smoothly
- Collaborate with design, product, engineering, and other key stakeholders to ensure the broader team is aligned toward & executing on our strategic marketing vision
- Lead competitive analysis & competitive positioning
- Develop compelling campaigns & content for our different customer segments
- Work with our Partners to identify opportunities for creative content collaboration
- Perform qualitative & quantitative analysis of our customers to understand where the greatest opportunities for revenue expansion lie
- Conduct ongoing win/loss interviews to understand the nuances of our buying committee & process

### Qualifications

We are looking for someone who is a motivated, forward thinking, solution providing, hardworking (obviously) person with a fantastic attitude that is ready to learn and put forth their best effort.

- 3-5 years in a marketing role at a B2B SaaS company
- Successful track record launching SaaS products
- University or College education, ideally in Marketing but not required
- Excellent writing, editing, and presentation skills
- The drive to own high-impact projects from day one
- A strong desire to continuously test and optimize any and all marketing channels
- Analytical thinker and experience in data-driven marketing

#### BONUS POINTS:

- MBA or consulting experience
- You've been the first product marketing hire at a growing start-up
- Experience marketing products to marketers
- Experience with DAM, CMS, ECM

### Why SideDrawer

SideDrawer is a unique cross-section of cybersecurity and day-to-day collaboration.

- User-friendly, secure collaboration is a growing problem
- Sensitive and confidential information is communicated over email as attachments or file sharing links posing significant risk of data breaches
- Increasing regulatory pressure on client data access and privacy protection is creating pressure on collaboration strategies
- Supply chain attacks are causing enterprises and nimble start-ups to rethink their data and document exchange strategy

### Why work with SideDrawer

We believe in open communication, inclusivity and collaboration. Basically, we have an awesome work environment, where everyone is welcome to have a laugh (we're told it's great for the soul) make suggestions, ask questions, and push this amazing business forward.

### About SideDrawer

SideDrawer is an API-based document management platform that improves the client experience around collaboration and organization for businesses of all sizes.

Our SaaS product is used by advisors, planners, executors and other professionals to securely collect and share sensitive client data and documents.

Our infrastructure agnostic APIs are truly scalable, allowing fintechs and enterprises to save significant development resources on non-core, but critical document management workflows.