



SIDEDRAWER™

# #hiring

## VP of Marketing

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

## What will you be doing at SideDrawer?

- **Content Strategy & Brand Management**
  - Develop, oversee and execute a full-funnel content strategy that supports business objectives with a strong focus on thought leadership to drive demand
  - Develop a functional content calendar and manage external copywriters, agencies and/or graphic designers to execute
  - Develop value-prop and persona-driven brand and solution messaging aligned to target verticals and business segments
  - Own the go to market strategy for new features and product launches
  - Define and formalize SideDrawer's brand guidelines including tone of voice, and ensure all content is consistent and optimized for search
  - Oversee all PR and Analyst Relations activities
- **Demand Gen**
  - Build a full-funnel demand generation strategy, and oversee all pipeline management and analytics
  - Craft and execute marketing campaigns via SEM, paid social, email, display and events to accelerate customer acquisition
  - Work closely with leaders across the organization to collaborate on company-wide strategy

## 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.

- You have 10+ years of B2B marketing experience with a focus on demand gen and content strategy, preferably in the SaaS space
- Prior marketing leadership experience in a successful, rapidly scaling B2B start-up environment
- Experience with managing annual marketing budgets and setting priorities
- Expertise with building a brand through content and demand gen
- You're keen to roll up your sleeves and build a world-class marketing function from scratch

### BONUS POINTS:

- Disciplined and goal-oriented, deliberate with decisions, and able to push when needed and appropriate
- Highly organized with the ability to prioritize
- Competitive, driven and focused on winning and achieving goals
- Passion for emerging technology, innovation, and fast-paced environments

## 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.