

JOB DESCRIPTION

JOB TITLE: Marketing Lead

JOB SUMMARY:

As a leading voice solution provider, Mountain Leverage is seeking a Marketing Lead to join our growing team. In this role, you will own the development of marketing, communications, and branding strategy and budget. In this role, you will find the right balance between brand awareness and lead generation, as well as coach the marketing team to success.

WORKING CONDITIONS:

Location:

- Home-based office that allows for a professional environment
- ~15% travel

Internet Service Requirements:

- Internet access provided by a cable or fiber provider
- DSL, satellite, and wireless broadband are NOT permitted
 - Exceptions may be made if latency and packet loss are below an acceptable minimum.
- Minimum upload speed of 5 Mbps
- Minimum download speed of 10 Mbps

Before any technical or educational requirements are considered, all Mountain Leverage employees must possess traits of honesty, integrity, and honor. They must be flexible, adaptable, and open to change. They must also be critical thinkers, problem-solvers, and team players. And last but not least, they must have a great sense of humor and a desire to have FUN at work!

MINIMUM REQUIRED QUALIFICATIONS:

Education:

- Bachelor's degree in marketing, communications, or related field.

Experience:

- 10+ years of experience in business-to-business marketing; 5+ years of experience leading a team
- Extensive knowledge across marketing and communications, including digital marketing, demand generation, lead nurturing, external/internal communications, and brand awareness.
- Experience working in a fast-paced environment coordinating multiple initiatives.

To apply, send resume and brief introduction to: careers@mountainleverage.com

Other:

- Must be capable of working with and leading a distributed workforce/team.
- Extending coverage outside normal work hours may be required.

PRINCIPAL DUTIES & RESPONSIBILITIES:

- **Strategic Planning:** Develop and lead execution of a data-driven marketing and communications strategy and plan aligned with overall company goals, ensuring consistent brand messaging and positioning.
- **Brand Development and Management:** Define and enhance the brand's positioning, messaging, and identity, ensuring brand consistency across all channels and touchpoints.
- **Content Marketing Leadership:** Collaborate with sales, offering, and other departments to develop compelling messaging and create/oversee the creation of marketing assets that highlight our uniqueness and value proposition.
- **Event Management:** Plan and execute industry events, conferences when necessary.
- **Team Leadership:** Lead, mentor, and inspire a high-performing marketing team, fostering a culture of collaboration, innovation, and continuous growth.
- **Performance Analysis and Attribution:** Use analytics and KPIs to measure marketing performance, optimize programs, and identify areas for improvement.
- **Budget, Processes, and Tools Management:** Manage and allocate the marketing budget effectively. Ensure tools and processes are in place for marketing team success.

KNOWLEDGE, SKILLS, & ABILITIES:

Required

- Exceptional communication skills.
- High degree of comfort working autonomously.
- Ability to adapt and willingness to learn new technologies or techniques.
- Strong organizational skills—Capacity to organize, analyze, and execute several concurrent tasks and activities.
- Proven leadership skills with a track record of successfully mentoring and developing teams across multiple geographic locations
- Growth marketing mindset with a willingness to innovate to meet business objectives

Desired

- Ability to analyze marketing data and derive insights and opportunities

MOUNTAIN LEVERAGE CULTURE

Three fundamental beliefs have helped shape why we think our culture matters:

- Our purpose at Mountain Leverage is Life Elevated, Peak Performance. This purpose drives our every action—both internal and external.

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- We firmly believe how we behave and who we are in one area of our work permeates all other areas. Meaning how we, as employees, treat each other often informs how we treat partners, suppliers, prospects, and customers.
- We also believe that the context of an organization is critically important. Like water becomes a gas when it boils and a solid when it goes below the freezing point, individuals respond and change according to the environment in which they exist.

ENTER THE MOUNTAIN LEVERAGE P.A.C.T:

From our inception, we have worked to create an organizational environment where our employees flourish—and ultimately share that flourishing—with our customers, suppliers, partners, and communities. The Mountain Leverage P.A.C.T is the covenant we hold ourselves to, both internally and with everyone whom we engage.



Please consider the culture that guides Mountain Leverage before applying, as all members of the team are expected to strive towards embodying these values in their daily work. Learn more about our culture on our website:
<https://www.mountainleverage.com/our-culture/>

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