

Campaign Manager

Apromore is looking for an experienced Campaign Manager to plan, develop, implement, track and optimize multiple marketing campaigns and programs across various digital channels and tactics globally. If you are a data-driven marketer who loves staying on top of marketing trends and channels to drive demand generation and create pipeline, we want to talk with you!

Reporting into the Global Marketing Director the Campaign Manager plays a key role in implementing strategies tailored to different audiences and will help create standardised processes, tools, templates, and best practices to define and manage a variety of marketing programs.

We are looking for a talented, creative and digitally savvy individual with a sense of aesthetics and strong demand generation experience. You must be a self-starter and able to take projects from strategy through to execution with high attention to detail coupled with innovative thinking.

Who we are

Apromore is a leading provider of open-source solutions for process mining and AI-driven business process improvement. Our vision is to democratise process mining by enabling organisations to achieve digital transparency and operational excellence. We've helped dozens of organisations leverage the potential of their business transactional data to enhance their productivity, product & service quality, and compliance. Our flagship product is the result of award-winning research at The University of Melbourne and several other universities worldwide. Our customers include leading companies in the banking, insurance, healthcare, manufacturing, and government sectors. To learn more about us, visit <https://apromore.com>.

About you

- 5+ years B2B direct marketing and demand generation experience, preferably in B2B SaaS or Enterprise software business
- Strong competency in building comprehensive demand generation strategy and plan across multiple inbound and outbound channels to drive audience acquisition and engagement
- Excellent interpersonal and communication skills that include the ability to communicate clearly and logically in writing
- Proven experience developing program deliverables including emails, landing pages, direct mail, digital ads and nurture flows
- A solid understanding of data and ability to present information in an organized, and concise manner
- Familiarity using HubSpot or comparable CRM system
- A creative thinker who enjoys a fast-paced environment
- Strong organisational, planning and project management skills

Our offer

- Competitive salary package
- High degree of career development – grow with us!
- Brand new office in Melbourne, within a world-class innovation centre with great onsite amenities (showers, cafés, bike stands etc.)
- Option to work from home
- Ongoing learning and training opportunities
- Be a part of an innovative, supportive and fun working environment and global team

Equity and Diversity

We are a multi-cultural company committed to equal opportunity in employment and welfare. All qualified candidates will receive consideration for employment.

Job Coordinates

- Location: Melbourne, Australia or Remote/WFH
- Employment type: full-time, continuing.
- Work rights: Australian permanent residency or citizenship required.