

## Director of Marketing

Celebrating our 10th year, Bluebeam Software is a growing technology company made up of people who like to push the limits, be different and do great things. Our award-winning software is used by leading architecture, engineering and construction firms to implement paperless workflows and redefine the way they work, consistently resulting in faster and clearer communication, improved collaboration and reduced costs. Behind the scenes, the Bluebeam Team works collaboratively towards the common goal of helping our customers do what they do better. At Bluebeam hard work is recognized, new hires are encouraged to share their ideas and the environment is friendly, energetic and fun.

To learn more about what it is like to work at Bluebeam, watch our recruitment video: <http://www.bluebeam.com/work-at-bluebeam>.

Bluebeam has an immediate opening in our Pasadena, CA headquarters for a **Director of Marketing**. Our ideal candidate will have **Bachelor's degree** and **at least 5 years of marketing experience (preferably B2B) in a management role**. Our Director will:

- Oversee all global marketing activities for the company including: communications and PR, social media, print and digital advertising, SEO and CPC, outdoor advertising, video advertising, website, creative design, video production, collateral development, trade shows, user conferences, and reseller channel marketing
- Lead, guide, motivate and love an award-winning team of highly dedicated, creative and talented marketing professionals. Mentor mid-level managers, manage team growth structure and evaluate performance semi-annually.
- Work with CEO to develop appropriate marketing strategies to launch new products, increase brand awareness, and increase high-quality lead generation to meet annual goals.
- Create an annual global marketing plan with associated budget and estimated revenue projections.
- Review and approve copy, messaging and design to ensure they effectively represent Bluebeam's products, image and brand consistently worldwide.
- Work with mid-level marketing managers to plan product launches and marketing campaigns from end to end, track performance and evaluate results.
- As a member of the executive management team, offer feedback and ideas for product development, business strategy, company growth, culture and team development
- Participate in board and shareholder meetings to present marketing strategies and share performance metrics
- Work with technology partners on co-marketing and co-branding initiatives

We are a proactive, positive, tight-knit team with a great sense of humor and passion for our work. Our next team member -

- Must have experience leading, guiding and mentoring a team of professionals
- Must be creative and willing to take risks while balancing sound judgment to safeguard a well-respected image and brand.

- Must be comfortable spending a lot of money in order to generate a whole lot more money on a consistent basis.
- Must be proficient with software, learning all aspects of a technical software product and understanding its use across multiple industries.
- Must have exceptional communication, copywriting and grammar skills and be able to develop effective messages for a variety of audiences.
- Must be comfortable driving several projects at once, and leading a team in a fast-paced, highly productive environment.
- Must be forward thinking, have exceptional project management skills and be adept at long term planning.
- Must be comfortable with and willing to adapt quickly to change.
- Must be willing to travel to trade shows, conferences, client visits and other meetings as needed. Estimated travel is 25% but could be 50% during busy times.

**If you think you are a good match for the Bluebeam team, please send your cover letter and resume to [work@bluebeam.com](mailto:work@bluebeam.com) :**

**Please Note:**

- Pay rate: DOE
- Position is located in Pasadena, CA.