

Marketing Coordinator for Bluebeam Software

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. Learn more about our culture in this video: <http://www.bluebeam.com/work-at-bluebeam>

Bluebeam's flagship product, Revu, is now localized in nine European languages: Swedish, German, Dutch, Danish, Finnish, Norwegian, Spanish, Italian and French. To help us build brand awareness in these developing markets, Bluebeam has an immediate opening for a Marketing Coordinator to focus on our localized products. This person will work collaboratively with members of Bluebeam's marketing team, as well as our international distributors, to implement localized marketing campaigns that speak clearly to each country's unique culture. Additionally, the Marketing Coordinator will work with translation vendors to ensure on-time translation of our products and marketing collateral. The ideal candidate will have 3+ years direct marketing experience, with **experience marketing software or hardware a must**. This position is based in our corporate headquarters in Pasadena, CA and reports to our Sr. Manager, Communications.

Here is what the Marketing Coordinator will do:

- Draft copy for websites, email blasts, brochures, advertisements, one sheets, case studies, press releases, videos and other marketing items.
- Coordinate creation of collateral by securing design and copy approval and coordinating translation.
- Create and implement a calendar of monthly email blasts to customers in Bluebeam's developing international markets.
- Identify existing English training resources for translation, and coordinate the translation process.
- Work closely with Bluebeam's international distributors to identify, recommend and implement new marketing opportunities including print and online advertisements, trade shows, videos, webinars and co-branded marketing through resellers and distributors.
- Coordinate with Bluebeam's Digital Marketing Coordinator to track the effectiveness of Bluebeam's Google AdWords campaigns, suggesting new local content, as needed.
- Collaborate with Bluebeam distributors and in-house Channel team to identify newsworthy international events for press releases, customer use cases for cases studies and positive feedback for customer testimonials.

- Work with Bluebeam's PR Coordinator to schedule press releases, pitches to the media and case studies with customers.
- Identify industry award programs and submit nomination forms.
- Work with Bluebeam's distributors to identify local content for customer-facing webinars, and implement the promotion of these online events.
- Compile performance data for all marketing campaigns on a bi-weekly basis and report to the international team.

And, here are the requirements for this position:

- Must have experience marketing software or hardware. B2B and/or international marketing experience a plus.
- Must have 3+ years of overall marketing experience.
- Must be extremely organized and detail oriented.
- Must be a self-starter who is ready, willing and able to own and prioritize multiple tasks.
- Must be a great writer, and able to speak to our customers using our unique, edgy style.
- Must be a collaborative team player and enjoy working with others.
- Must have great interpersonal skills and be able to develop relationships with remote partners.
- Must adapt to changes quickly and be flexible to work occasional "off" hours to meet the needs of our international counterparts.
- Must be willing to learn the professional culture in all the countries we support to effectively market our products to those audiences.
- Must be proficient with MS Office applications. Experience using PDF software for electronic markup and editing is a plus.
- Must be extremely comfortable learning new technology. After all, we are a software company.
- BA/BS degree.

Compensation is based on experience. Bluebeam offers full-time employees excellent benefits including medical and dental insurance, 401K, paid holidays, and PTO.

If you think you are a good match for the Bluebeam team, please email a resume, writing samples and a cover letter.