



B2B Marketing Manager, Education Technology

Company: Athlos Education

Location: Boise or Remote

Reports to: CPO

Classification: Full-time, exempt

Benefits: Yes

Compensation: DOE

About Athlos & Role

Athlos is on a mission to provide innovative technology solutions to help streamline special education operations and compliance in K12 school districts across the country.

Our flagship software product, Athlos Special Education Logs, is expanding rapidly, and we are looking for a strategic, results-oriented Marketing Manager to join our growing team. If you are a motivated, high-energy team player with an entrepreneurial spirit and have experience with reaching K-12 district level and school leaders through inbound lead generation, keep reading!

From ideation to execution, you will be responsible for attracting, engaging, nurturing, and converting school district leads to support our core business and product growth objectives. As the company's first full time marketing hire, you'll be surrounded by an all-star team and a company made up of people passionate about the power of education technology. You should bring experience within the education industry and a minimum of three years of experience in digital marketing (B2B focused is a bonus!).

If you are a creative, hard-working, and smart self-starter with a drive to see your ideas and strategies yield results, this is the job for you.

Duties & Responsibilities

- Helps catalyze continued company and product growth through strategic marketing initiatives that generate results
- Builds and owns marketing strategy, execution and results with a focus on revenue, pipeline conversion, and engagement; assists and supports the sales team in a high-growth business environment
- Executes online and offline marketing initiatives to drive new leads, integrating online and new media, email, print, direct mail, social media, company websites, SEO/SEM strategy and brand awareness to drive site traffic
- Reaches target partners everywhere they go on the digital web through Google Ads and social media campaigns
- Focuses on optimizing, mobilizing, and retaining our growing partnerships (Schools, School Districts)
- Builds compelling and strategic outbound email marketing campaigns based on best practice to support direct sales leads
- Identifies relevant opportunities to build Athlos's profile as a thought leader in the special education space, such as landing pages, blogs, email copy, drip campaigns,

case studies, white papers, testimonials, and other sales collateral materials that inspire target partners to engage with Athlos

- Helps launch new product modules and draft new feature release communications
- Plans, coordinates, and executes all aspects of conference/event preparation strategy (traffic generation, display materials, collateral & giveaways, and lead generation process) to drive brand awareness
- Collaborates with senior leadership to generate earned media that reaches our target partners and builds our brand
- Manages and reports on a marketing budget, using data to advocate for future marketing investments that will drive revenue growth
- Monitors competitor positioning, messaging, and marketing/promotional activities
- Creates and refines product positioning, messaging, and brand voice

Qualifications, Skills & Experience

Requirements

- A growth mindset
- A genuine interest in education and technology
- 3+ years working in the education marketing / advertising sector
- Min Bachelor's degree; Master's is a plus
- A proven understanding of the latest inbound marketing strategies with applied digital marketing skills including writing, analytics, email marketing, etc.
- Proficiency with Google Analytics, Hubspot, Asana, Mailchimp, Microsoft Office, etc.
- Strong analytical, time-management and communication skills. Creative thinker. Ability to use data to inform decisions and test creative thinking.
- Ability to thrive in a fast-paced work environment and know how to work across departments to mobilize teams and get things done.

Nice to Haves

- Growth marketing and/or brand marketing experience for B2B SaaS products
- Experience in or empathy for the communities our product supports (special education leaders, teachers, students, and families)
- Direct experience with K12 schools

Overall Fit - We look for team members who are...

- User and mission-oriented: we are devoted to our product mission to improve operations, support compliance, and enhance services for K12 special education departments and students across the country.
- All-in: We go above and beyond job descriptions, working together as a team.
- Agile & Action-Oriented: We get things done, knowing that our progress is urgent to our partners and to our growth.
- Always Learning: We embrace a growth mindset in order to reach our full potential.
- Courageous: We take risks in order to achieve big things.
- Resourceful: We are creative, solution-oriented, and scrappy.



Working at Athlos

At Athlos, we believe the positive experience of employees is essential to growth, both individually and collectively.

Benefits: Team members receive the perks of a modern office space with an onsite kitchen, gym, court and turf, a comprehensive benefits package, growth opportunity in a young, innovative company, and more! Approximately 50% of our team is based in Boise, ID; the other 50% is remote. We are open to a remote or local hire for this position.

Values: We value integrity, trust, innovation, an entrepreneurial spirit, respect, and a customer-first mindset. These values determine the decisions we make, the community we build, and the service we deliver to our partners.

Team: We believe that diversity fuels innovation and we aim to foster an environment where everyone has an opportunity for impact and growth. We are a talented, hard-working team with an appreciation for work-life balance.

How to Apply

Submit your application, resume and cover letter online at: <https://athlos.org/careers/> or email to info@athlos.org

Equal Opportunity Employer

Athlos is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, age, sex, marital status, national origin, ancestry, disability, handicap or veteran status.

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