



Director of Marketing, B2B

About Us:

Wisewire is an Edtech company focused on learning design & grounded in the science of how students of all ages engage, practice, and learn. We create technology-enabled solutions for providers in the pre-K-12, university, career readiness, and alternative credential markets. Our scalable technology enabled framework-driven approach accelerates time to market with high fidelity to outcomes. Design thinkers at our core, we complement fresh perspectives with our combined decades of expertise in quality experience design, sustainable content investment, and a repository of customizable learning objects and skill packs.

Our learning materials have been adopted by 48% of the institutions in the United States and are used by 2.2 million students. The Wisewire team consists of over 2,500 subject matter experts, data scientists, learning architects, and interaction designers who all work together toward a common goal. Our team is full of people that are excited to move the education industry forward with cutting edge ideas and is well positioned to be a high growth company in the Edtech landscape.

About the Role:

Wisewire is seeking a fully remote, work from anywhere in the US, Director of Marketing with focus on Business-to-Business solutions. This role will require strategic and results-driven marketing in the education industry with focus on higher education and workforce training. The ideal candidate will have strong leadership and communication skills to develop and execute B2B marketing strategies that drive business growth.

Responsibilities:

- Develop new and maintain existing customer relationships;
- Manage strategic planning, and execution, of marketing initiatives which drive participation in customer interactions and engagement;
- Develop material to drive brand value, distinctiveness, and visibility;
- Collaborate with internal stakeholders to reach current and new customers;
- Conduct market research, enterprise marketing, and channel marketing to ensure relevant marketing initiatives to reach target audiences;
- Continuous communication with partners with intention of bringing value to each interaction;
- Represent Wisewire at conferences with the expectation of networking;

Qualifications:

- 5+ years of experience in B2B services marketing;
- Track record of building and executing leadership, content, and conference programs that result in generation including:
 - Strategic content development for reuse across channels
 - Creative development
 - Target platform/conference identification based on personas and target markets
- Experience building brand value and distinctiveness in a competitive landscape;
 - Education industry experience is a plus
- Demonstrated program success in reaching senior executives

Rewards:

- Competitive Salary & Bonus Structure
- Medical, dental, vision, & more
- 401k Matching
- Fully Remote
- Paid Time Off
- Paid Holidays
- Tuition Reimbursement Program
- Parental Leave

