



SMARTUQ[®]

Marketing Manager

JOB TITLE:

Marketing Manager

LOCATION:

At our company headquarter in Madison, Wisconsin.

COMPANY DESCRIPTION:

SmartUQ provides powerful uncertainty quantification (UQ) and engineering analytics software that incorporates real world variability into the analysis of complex systems. Utilizing breakthrough technologies, SmartUQ software quantifies uncertainties in engineering systems, testing, and simulations such as CFD, FEA and Multiphysics. It allows engineers to quickly analyze high-dimensional or Big Data, understand the probabilities of all what-if scenarios, accelerate simulation cycles, easily calibrate models, and create innovative designs with greater confidence. Our software is used by some of the largest engineering companies in the world to tackle challenging problems. We are an innovative company that is rapidly growing with great customer satisfaction. www.SmartUQ.com

THE OPPORTUNITY:

The Marketing Manager will have the opportunity to develop and manage marketing programs for SmartUQ, and work with the sales and engineering teams to ensure that brand positioning and messaging is consistent across all SmartUQ's channels. The primary objective of the role is lead generation through deep understanding of market opportunities, sales priorities, and successful campaigns.

KEY RESPONSIBILITIES:

- Develop strategies and manage marketing programs to drive demand for SmartUQ
- Optimization of website content to reach and attract potential users
- Collaborate with internal teams to create content (e.g. case studies, website copy, white papers, press releases, blogs) to drive business
- Lead digital marketing campaigns focused on inbound marketing, demand generation, online visibility and lead generation
- Work across functionally to create materials that clearly demonstrate the value of our product
- Measure and analyze effectiveness of marketing strategies and develop innovative initiatives
- Research the marketplace and analyze potential opportunities
- Understand our customers' needs and align our marketing initiatives



QUALIFICATIONS:

- Bachelor's degree in Marketing, Engineering or Statistics
- 2+ years of product marketing experience for simulation or analytics software
- Strong verbal and written communication skills
- Excellent people and management skills
- Proven ability to successfully execute marketing programs such as targeted direct mail and email, field events and social media
- MBA or other advanced degree is a plus

At SmartUQ, we have created new technologies that will revolutionize the engineering analytics market. We are passionate about using our intellectual property to create products that will make a difference in our world. We will pay your compensation commensurate with your experience.

If you feel that you would be a good fit for our team, join us today and submit your cover letter and resume to hire@smartuq.com with "Marketing Manager" in the subject line of your email.