

VP of Marketing

About Solutions by Text

Solutions by Text (SBT) was founded in 2008 with the mission to deliver impactful conversational messaging and convenient payment partner solutions that are rich, real-time and compliant. Built on hard-earned trust and SMS industry best practices, the company is the only compliance-first provider of enterprise texting solutions in the market. More than 1400 consumer finance organizations, including leading brands in auto finance, banking and lending, trust SBT to ensure convenient, effective and compliant relationships with their millions of consumers. SBT is headquartered in Dallas, TX with remote teams and offices around the US and in Bangalore, India. For more information, visit <https://solutionsbytext.com/>.

Game-changing Technology Built for Growth

Solutions By Text (SBT) has changed the way compliant businesses communicate and transact with their customers via mobile devices. Since adding its first client, SBT has quickly become the leading text provider to consumer finance companies and various other regulated industries. Recognized as an Inc 5000 fastest growing companies, SBT continues to grow and expand through the addition of great employees who desire a growth culture.

Responsibilities

- **Leadership and team-building.** Lead, manage, and mentor a team of modern marketing professionals, prioritizing revenue marketing and awareness building.
- **Go to market strategy.** In partnership with sales leadership, develop buyer/customer personas and define buyer/customer journey. Then, create and execute pipeline creation and customer expansion strategies to deliver on new bookings, partner, and customer growth targets.
- **Metrics.** Define/optimize key marketing metrics, processes, and KPIs aligned with sales to drive go-to-market efficiency and effectiveness. Define acquisition funnels per segment, and obsess over the tracking and measurement of funnel effectiveness, including attribution and ROI.
- **Messaging and positioning.** Develop and execute a content strategy that serves brand-building thought leadership and revenue marketing aimed at new logo acquisition,

partner/channel support, and customer expansion. Live and breathe our market and customers to continually optimize market, company, and product positioning.

- **Sales enablement.** Arm Sales teams with enablement tools that promote sales productivity and effectiveness.
- **Growth and expansion programs.** Devise account-based marketing programs that drive buyer engagement within target enterprise accounts through a multi-touch, multi-channel approach that aligns with stages of the buyer journey; fostering alignment with the sales team and operating from a shared measurement methodology.
- **Systems, technology, and automation.** Assess current strategies and technology as it pertains to KPIs, processes, and measurement. Champion the effective use of technology and automation to enable and support growth initiatives.
- **Public Relations.** Develop a strategic and creative PR roadmap by building and maintaining relations with the Media and other key stakeholders.
- **Internal Communications.** Culture is key to our success. Develop an internal communications plan to create energy, continuity, and awareness across all SBT Employees.
- **Competitive Analysis.** Build, Monitor, and Continually update a competitor dashboard on all things related to press, product, key wins, partnerships, investors, and other noteworthy topics of interest.

Qualifications/Skills/Experience

- A verifiable comfort level and a deep understanding of what it takes to succeed working in a high-growth, privately-held company at a senior management level of responsibility
- 10-15 years experience in B2B marketing for SaaS or tech-enabled companies, focusing on landing and expanding accounts with enterprise sales teams.
- Thrives in an entrepreneurial, startup environment, moving quickly, thinking strategically, and being superb at driving execution. Able to set the plan to meet revenue objectives, coalesce these strategies into tactical plans, set goals for team members and hold people accountable to achieve the agreed objectives.
- Proven track record of consistently over-achieving marketing and revenue goals as a leader
- Experience developing revenue marketing strategies across multiple segments and sectors.
- Adept understanding of how enterprise organizations buy and adopt new solutions and technology; financial services experience ideally

- Extensive experience building and managing high-performing teams with a solid ability to inspire both seasoned and early-career professionals
- Successful playbook for modern marketing strategy, methodology, and process, including sales development
- Makes data-driven decisions with an understanding of the data and its sources • Is continuously working to optimize processes to improve success metrics.
- A digital, tech-savvy citizen with working knowledge of marketing automation, salesforce.com, digital channels, and engagement tools and platforms

Location

- U.S. – Corporate Offices based in Dallas, TX
- Flexible/Remote working available

Personal Characteristics

- Energetic, assertive, tenacious with great attention to detail and a strong sense of grit and urgency. Has personal flair and influence, capable of motivating and inspire others to act and perform.
- Customer-focused and commitment to quality service (internally and externally); strong work ethic, positive attitude, professional poise, and a self-starter; have the courage to test, refine and implement new ideas
- Team player highly adept at building strong relationships internally and developing staff to do the same; possesses a willingness to receive and provide coaching for continuous personal development. Shows the highest level of integrity, intent, ability, and results in all endeavors, building trust with all stakeholders
- Excellent presentation, organization, listening, and interpersonal skills, with an ability to write and speak succinctly

General Duties and Responsibilities

- Adhere to the Company's Code of Conduct/Ethics
- Create and maintain effective working relationships with other Company employees
- Ability to multi-task, prioritize, and manage time effectively
- Project a professional and appropriate Company image in all dealings with clients, vendors, business partners, and visitors.

- Ensure security of information in all matters about the company, client, and consumer information
- Support the efforts of senior management and sales staff by maintaining a business network of contacts as clients change roles and companies.