



Change the world, **one act at a time.**

## Digital Marketing Manager

Around the world, people, society, governments and businesses are growing conscious of the impact that our actions are having on the planet and its inhabitants and are rallying for change. Companies and brands have the opportunity to send a clear message that they are a force for good, beyond profit. Companies are in a unique position and have immense potential to engage their employees for good.

At Alaya, we empower people to change the world, one act at a time. We believe that everyone can make a difference, no matter how small it may seem. We make corporate giving and employee volunteering easy, customisable, and measurable, while driving outcomes that matter to companies, employees, and non-profits across the globe. Offering a Software-as-a-Service (SaaS), our technology and world-class service enable companies to build a compassionate, purpose-driven culture and engage employees while serving the community—all through one platform.

To grow our team of 17 people, we're looking for an experienced Digital Marketing Manager.

### Key Responsibilities

You'll be part of the Marketing team and, after initial training, you will be in charge of optimising lead generation, building and optimising our digital channels, including SEO/SEM, email, ads, referrals, and social, with an experimental, data-informed approach.

You will be essential to the new and growing marketing team, bringing your experience and expertise to make the function an impactful, data-informed contributor to the business and partner to Sales, Customer Success, and Product teams.

Among other tasks, you'll work on:

- Managing all digital channels for Alaya in collaboration with the rest of the team.
- Conceptualising, planning, and executing digital marketing campaigns aligned to the marketing strategy.
- Creating and testing new inbound lead generation channels and optimize existing ones to increase volume and quality from all sources, and conversion ratios.
- Developing and managing email campaigns (webinars, nurturing programs, event promotions, newsletters..)
- Developing and managing SEO/SEM campaigns (keyword optimisation, relevant search rankings..)
- Developing and managing (paid) social campaigns across relevant social media, including targeting and measurement.
- Developing our marketing attribution, tracking, and reporting capabilities using CRM/Salesforce, Google Analytics, MailChimp, and other tools to effectively measure digital marketing's impact on key metrics like visitor-to-lead conversion rates, sales pipeline development, and CAC.
- Reporting insights generated from analytics to the rest of the team and acting on them.
- Optimising current and implement new tools/processes, when necessary.
- Supporting communication efforts of Sales, Customer Success, and Product for messaging consistency and to drive profitable action.

### Benefits

This is a permanent, full time position in a fast-growing start-up. You will be expected to take responsibility by learning and proposing new solutions and alternatives to the team (we're all ears and eager to learn).

You'll be part of a young and motivated team who are passionate about making a difference in the world. We offer a great work environment, a challenging and motivating role with the possibility of taking on more responsibility as the company evolves.

You'll be joining a start-up in an exciting stage of rapid growth and international expansion. You'll join the company after a successful Series A investment and the sky's the limit!

### Who we're looking for

The ideal candidate would have:

- A Bachelor's degree in Marketing or relevant field.
- A minimum of 3 years' experience in a digital marketing position, ideally at a Software-as-a-Service (SaaS) company focused on B2B.
- Perfect fluency in English (orally and written). Fluency in either French and/or German is an advantage.
- In-depth knowledge of digital marketing channels and platforms, best practices, and analytics. Experience with marketing tools are a plus.
- A creative and analytical mindset, with a bias for action, experimentation and a passion for our customers.
- Excellent written/oral communication and project management skills. A keen eye for detail and graph design skills are a plus.
- Ability to thrive in a fast-paced environment and effectively work cross-functionally.
- A keen understanding of the latest trends and technologies in digital marketing and how they tie into business goals.
- An understanding of HTML, CSS, and JavaScript is a big plus.

You live the Alaya values!

- **Passion:** You inspire others. You care deeply about Alaya's success and your colleague's success. You celebrate achievements!
- **Innovation:** You re-visit issues to discover practical solutions to difficult issues. You challenge assumptions and suggest better solutions. You keep it simple.
- **Performance:** You accomplish great amounts of important work. You demonstrate strong performance, above your peers, and colleagues can rely upon you. You make mistakes. But learn quickly from them!
- **Ethics & Respect:** You make no compromises when it comes to ethics. You don't hide information, you never lie, you don't jump to conclusions without sufficient information. You always respect everyone around you, no exception.
- **Curiosity:** You learn quickly and eagerly. You seek to understand our business, strategy, users.
- **Fun:** You bring happiness to work and make people around you happy. You make jokes, and accept jokes. You're pleasant to work with.

Most importantly, you have a passion for doing good and engaging people to change the world for the best.

Interested? Please send your CV to [career@alayagood.com](mailto:career@alayagood.com)

