

## Marketing Director

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Company: Bolsterup

Location: Athens

Category: other-general

BolsterUp is a pioneering leader in the PropTech/Contech industry, providing innovative B2B SaaS solutions tailored specifically for the construction sector. As we aim to revolutionize the industry, we are seeking an exceptional Marketing Director to lead our marketing strategies and initiatives. We are committed to fostering an inclusive and diverse work environment and value the unique talents and perspectives that each team member brings.

### **Role Description:**

We are searching for a strategic and experienced Marketing Director to develop and execute our overall marketing strategy, positioning BolsterUp as the go-to solution in the construction technology landscape. As the Marketing Director, you will work closely with various teams across the company to create and implement effective marketing campaigns, drive brand awareness, generate leads, and nurture customer relationships. You will have the opportunity to shape our brand and make a significant impact on our growth trajectory.

### **Requirements**

#### **Responsibilities:**

Develop and execute comprehensive marketing strategies to drive business growth and brand recognition.

Collaborate with cross-functional teams including Sales, Product, and the Founding Team to align marketing efforts with business objectives.

Oversee the creation and implementation of marketing campaigns across various channels, including digital marketing, content marketing, email marketing, social media,

events, and PR.

Analyze market trends, customer insights, and competitive landscape to inform marketing strategies and tactics.

Manage and optimize marketing budget to maximize return on investment (ROI).

Track and measure the effectiveness of marketing campaigns using analytical tools and present insightful reports to key stakeholders.

Collaborate with external agencies as needed to fulfill the strategic roadmap.

### **Qualifications:**

Proven experience as a Marketing Director or similar role, preferably within the B2B SaaS or technology industry.

Demonstrated success in developing and implementing successful marketing strategies and campaigns.

Strong leadership and team management skills with the ability to motivate and inspire a high-performing team.

Excellent analytical, strategic thinking, and problem-solving capabilities.

Deep understanding of digital marketing, content marketing, and social media strategies and best practices.

Exceptional communication and interpersonal skills.

Ability to thrive in a fast-paced, dynamic startup environment.

Experience or knowledge in the construction industry is advantageous.

### **Benefits**

A salary package that includes competitive commissions and opportunities for growth in a rapidly growing startup.

The excitement of working in a PropTech / Contech SaaS company with limitless potential, providing you with the unique opportunity to join us early on our journey to

becoming a prominent industry player.

Abundant opportunities for personal and professional growth.

Flexible work arrangements, accommodating both remote and on-site preferences.

A culture that emphasizes innovation, collaboration, and continuous learning.

Potential for equity participation, for qualified candidates.

If you are passionate about the world of tech startups and are seeking a role that allows you to directly contribute to our success, we would love to have a conversation with you. Join us on an incredible journey with Bolsterup by sharing your resume and a brief note on how you envision driving our growth.

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