



INSPIRING CREATIVE ROBOTICS

Marketing Manager

BirdBrain Technologies is looking for a full-time Marketing Manager to be responsible for marketing activities that generate new, qualified leads for sales. We're looking for passionate, committed, detail-oriented, and hard-working people who are process- and data-driven, creative, well-spoken, and exceptional communicators committed to our mission of inspiring deep and joyful learning in all students through creative robotics.

Key Responsibilities

As Marketing Manager, your job is to generate more qualified leads than the sales people can handle, and assist in the identification, development, and implementation of plans that contribute to the growth of the company. Your responsibilities will include but won't be limited to:

- Ongoing strategic research and reporting on the marketplace and market forces;
 - Sources of funding for prospects to use to purchase our products and services
 - Local, state, and federal education policy and legislation
 - Domestic and international alternate sales channels
 - Competitive intelligence
- Developing and implementing a brand strategy, marketing plans, and a marketing budget
- Messaging in all its forms, including email, web content, social, and print
- Building and refining Prospect Personas to guide sales
- Launching and managing advertising, promotions, and messaging campaigns that create marketing qualified leads for sales
- Identifying, evaluating, coordinating, and participating in relevant events, conferences, and workshops; travel required ~25%
- Measuring and reporting on marketing's ROI
- Creating and nurturing relationships with relevant media outlets, organizations, associations, and influencers
- Creating and managing a comprehensive marketing calendar
- Managing Google analytics, AdWords, SEO, and website analytics
- Developing and managing all marketing assets, including but not limited to print collateral, videos, website design and content, marketing emails, ad content, social media, and case studies

Who You Are and What You Bring to Us

The Marketing Manager plays a pivotal role in developing and implementing plans that will efficiently, cost-effectively, and profitably grow the business. In addition to at least five years of experience as a marketing manager, we think the following begins to describe such people:



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- You authentically desire to do what you can to improve the lives of children, in this case by helping their teachers and schools to teach creativity, computer science, and robotics so that learning is truly deep and joyful
- You're a marketing expert with demonstrable experience and a portfolio of success; experience in education, robotics, computer science, and/or STEAM is a very big plus
- You're self-motivated in the face of challenges and obstacles, you're calm under pressure, and you encourage collaboration
- You pay attention to detail, are committed to the importance of data, and you rigorously put plans and systems into place to ensure the data is captured and informs your decisions and recommendations
- You have the personality and leadership qualities that authentically gets the best from the people around you
- You have exceptional writing and speaking skills
- You have demonstrable experience with a wide array of marketing tools, systems, and technologies; expertise in HubSpot and Wordpress highly desirable

Benefits

- 4 weeks paid vacation and 9 company holidays
- Medical, dental, vision, life, and short-term disability insurance
- 401k match

Relationships

The Marketing Manager reports directly to the Director of Sales and Marketing, and will work with the sales & marketing team.

About Us

Birdbrain Technologies is a small robotics company that spun out of CMU's Robotics Institute. Our mission is to inspire deep and joyful learning in all students through creative robotics.

We are passionate about expanding access to computer science, engineering, and computational thinking to students across the globe, and the world is noticing. Our founder and CEO, Dr. Tom Lauwers, was awarded the [Inner City 100 / FedEx Champion of Global Entrepreneurship](#) at the ICIC conference in Boston.

At a small company, life is always varied and interesting; no two days are alike, and we think that is a good thing! To flourish at Birdbrain requires flexibility and the ability to work cross-functionally with a small team. A successful candidate will be someone interested in both making use of their skills and developing new ones.



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If you are looking to join a passionate team and are excited about working on products that are changing education & inspiring kids, send your resume to greg@birdbraintechnologies.com. We look forward to hearing from you!

BirdBrain Technologies LLC is committed to the policy that all persons have equal access to its programs, facilities and employment without regard to race, color, ancestry, national origin, age, gender, sexual orientation, gender identity, religion, creed, disability, medical condition, genetic information, marital or veterans status.