

December 2017

Director of Marketing, Demand Generation

Who we are: www.cappitech.com , www.cappitech.com/Regulation/LP-MiFID2

At Cappitech we are a true Regtech firm. We believe in using technology to change the way financial institutions are handling their day to day compliance obligations. Our technology saves our clients time, reduces their expenses and allows them to focus on running their business.

We are looking for an excellent and professional Marketing person, tasked with demand generation and marketing funnel optimization. Using inbound marketing tactics such as SEO, PPC, social media, website optimization, email marketing and more. Someone to develop our prospects database and lead generation, include marketing operations, channel marketing, and customer marketing.

Position's Responsibilities:

- Establish and lead our marketing department to drive key business metrics including leads, MQLs, SQLs, MQL to SQL conversion and cost per MQL.
- Optimize our marketing automation and lead nurturing processes.
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, reports, webinars, infographics, etc.).
- Optimize website by converting site traffic through CTA, landing pages, and lead generation content.
- Own relationship with sales and forge strong communication between marketing and sales. Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Forecast and present to senior management and help achieve greater marketing success.

Position's Requirements:

1. 5+ years of proven and visible marketing experience
2. Expert in end-to-end inbound marketing, including marketing automation and lifecycle stage optimization tactics
3. Analytical and able to extract meaning from data and use this to optimize a team's approach and a company's forecast
4. Experience in B2B marketing to the European markets
5. Experience in conf. organization



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6. CRM experience (Pipedrive a plus)
7. Market and competitive analysis proven experience
8. English as native language

We'd like you to have:

- University degree in Marketing/Economics/Engineering
- High-tech and/or Fin-tech work background
- Experience in website development/building (such as WordPress) and video editing

To summarize:

The ideal candidate will spearhead our marketing effort via leading the following areas: Demand generation and marketing funnel optimization, Business Strategy, Market Analysis, Competitors Analysis, Pricing & Business Models, Product Marketing and Marketing Communications, reporting directly to the CEO.

Relevant resumes please send to: hr@cappitech.com

Only relevant CVs will be answered

(Our office is located in Herzliya Pituach)

