



Head of Product Marketing & Communications

As an award-winning SaaS company serving nonprofits and churches, the Aplos team continues to push the envelope with industry vertical exploration and innovative marketing strategies. Aplos started its growth journey in 2009 with pure digital marketing efficiency, and it now serves thousands of nonprofits and churches with the accounting, donations, and communication tools they need to accomplish their missions. Aplos made the Inc. 600 list in 2018, making it one of the fastest growing companies in the U.S.

As Aplos has continued to grow quickly, we are looking for an experienced Head of Product Marketing and Communications to lead the Product Marketing Team. This person will drive the messaging and positioning of our products to communicate value for unique audience segments at various stages of their lifecycles. In this cross-functional role, you will work closely with our Growth Marketing, Sales, Development, and Customer Success teams, and oversee the development of product marketing materials, communication plans, lead capture and nurture automation, website, training materials, and sales tools to get the right message to the right person.

What you will do:

- Collaborate with the management team in developing marketing communication strategies that accomplish growth goals for lead capture, free trial activation, sales lead generation, and customer engagement.
- Direct the product marketing team's projects and timelines, provide strategic direction and feedback, and meet objectives while ensuring the quality of output and adhering to brand standards.
- Lead in the strategy, collaboration, and development of effective promotional and sales materials, website content, videos, customer training resources, campaigns, product launch resources, and other materials as needed across all marketing channels.
- Understand the key customer audiences, and develop compelling message positioning for a variety of mediums that clearly communicate the value of products.
- Oversee marketing and communication strategies that serve a growing lead and customer base to support lead capture and conversion goals while building trust and engagement with audiences.
- Review marketing systems, campaign performance, website performance, and key performance metrics, and stay current with tech solutions, changing trends, and best practices.

Qualifications:

- 5+ years of experience in digital marketing, communications, and creative direction.
- Excellent communication, editing, and creative direction skills.
- Experience working with nonprofit and/or church leaders, either professionally or volunteering.
- Experience in HubSpot, WordPress, Google Analytics, marketing automation, email platforms, and optimization tools.
- Tech-savvy, a problem solver, and a fast learner, you can navigate your way around pretty much anything online and understand what you come across.
- You are a detail-oriented, data-driven, systems thinker with relentless follow-through.
- Highly motivated and goal-oriented, you are able to keep a team on target in a quickly changing, fast-paced environment.

Hours: Full-time

Location: Fresno, California

Details of salary range and employee benefits available upon request.

Email resume and cover letter to HR@aplos.com.