



We are a growing Financial Technology company bringing energy and innovation to SMB owners around the US. With the economic climate for SMB's growing stronger every day, we are offering an opportunity to be right in the middle of the action. We work in a collaborative, fast-paced, agile environment where hard work and success are valued - and rewarded.

Our service is a web-based application that allows small business owners to send invoices, get paid faster, and keep track of their finances - quickly, easily, and accurately. We're obsessed with simplifying the lives of small business owners by helping them save time and money so they can focus on what is important to them vs business accounting.

Our downtown Detroit HQ is in the vibrant Madison building, named one of the World's Coolest Offices by Inc. Magazine. Autobooks also has a growing presence in Texas with a satellite office in Austin.

Ready to help change what it means to do small business? Let's talk.

### **The Role: Digital Marketing Manager**

Today is the day you decided to look.

It's tough to say what it is you are looking for, but it's likely you are driven by an unquenchable thirst to check boxes on that todo list. Ship real, meaningful features. Make progress, move fast.

Test, succeed a little, review. Test again, succeed a lot, review.

Perhaps you've developed an opinion or two, grounded in real experience. You know what works, or definitely what doesn't work, and you want to prove it.

Whatever the reason today became "the day," rest assured things are different at Autobooks.

We're a humble team, aligned by a desire to tackle big challenges, and motivated to annihilate todo lists and the space to run.



We're looking for a hungry Digital Marketing Manager that prefers outcomes > output and is driven by real results. We're prioritizing the right attitude, over any one particular skillset, and aren't afraid to take the right risks to get the job done. If this sounds like a place where you could thrive, please reach out to us and let us know.

### **About You**

- You are deeply familiar with marketing automation and email marketing.
- You are insatiably curious and learn everything you can about startups.
- You are guided by great instincts, supported by data and observations.
- You are well organized and have no problem juggling multiple accounts and deadlines to make schedules work
- You are not just a strategist, you LOVE to roll your sleeves up and ship real features

Responsibilities (what your work might look like day-to-day):

### **While ramping up, you'll...**

- Learn about Jobs to be Done, the framework we use to understand our customer needs
- Learn each of the 4 "job types," or types of customers that use Autobooks to send invoices and get paid.
- Learn about Autobooks, and how we are unique in the marketplace in our go to market strategy.
- Learn about how we partner with banks and how those partnerships give us unique opportunities to market to prospective customers by leveraging the bank's trusted brand.
- Learn about all of the marketing tactics or channels we have taken advantage of so far.

### **To make an impact, you'll...**

- Come up with new marketing campaigns based in customer research to help us drive SMB adoption with our existing partners
- Work with our team of Conversion Copywriters, to create the content and shape strategy for your campaigns.
- Work with our Account Management team to get alignment and buy-in for your campaigns.



- Work within HubSpot and our other marketing tools (getting help where needed) to execute your strategy and bring them to life for as many SMBs as you can get access to.
- Document the outcomes of your campaigns, in order to better inform what works to drive SMB adoption throughout the organization
- Respond to requests from our Account Management team to drive further access to SMBs with our partners (help them get you permission to market to more SMBs)

**When you're ready to level up, you'll...**

- Identify new areas of untapped potential so that we can run our Marketing Playbook to more SMBs.
- Explore fresh new marketing channels and tactics to experiment with.
- Define best practices for cross-team collaboration so that those methods can be implemented across the company and at scale.

**Required Experience/Skills:**

- Comfortable with marketing automation systems and email marketing. HubSpot specifically is a bonus.
- Well organized and able to manage multiple deadlines across multiple accounts
- Able to drive people and process towards desired outcome, and not just take the work you have been given
- Previous professional experience in a growth marketing or conversion rate optimization role.
- Foundational understanding of data & analytics. You don't need to be a data science master, but you should be comfortable defining campaign goals, as well tracking & reporting back on the results of your work.
- Proactivity & hustle. You don't wait around for assignments. You take it upon yourself to keep conversations and projects moving forward.
- Critical thinking skills. You're comfortable evaluating options and making decisions in the face of uncertainty, and later reporting back to your team on what worked, what didn't work, and what you've learned.
- Enthusiasm for both shaping strategy and executing on the work. You'd love the chance to direct the high-level plan of what needs to happen, and later proudly point to the results and say "Yup, I built that."



- You're a delight to work with. We strive to be generous, collaborative, and focused on what's best for the customer – not just what feeds our own self-interests. We'll look for the same from you

**Job Type:**

- Full-time