

THE ROLE: MARKETING MANAGER

LOCATION: SAN FRANCISCO

WHAT YOU'LL DO

- Support all marketing strategy and execution including brand, demand gen, ads, SEO/SEM, website, digital, social, PR, marcom, customer comms and tradeshow
- Have an analytical, metrics-focused approach to grow awareness of the product and support sales
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Understand users, market, competitive insights and implications to driving the marketing strategy
- Strengthen market credibility for company, support product positioning, branding, messaging, segmentation and marketing strategy
- Clearly and effectively manage deliverables and monitor progress
- Contribute to marketing planning and annual strategic planning
- Work closely with all members of the business team to help execute on strategy and tactics

WHAT YOU'LL NEED

- Bachelor's Degree in Marketing, Business Administration, Communications or related field
- 5-8+ years of professional experience
- Experience in managing various aspects of marketing (brand, content, demand gen, website, social, PR, communications, analytics)
- A track record of as an innovative, creative, effective and resourceful marketer that has meaningfully contributed to building brands and businesses
- Working knowledge of website analytics tools (e.g. Google Analytics)
- Experience in setting up and optimizing Google Adwords campaigns
- Familiarity with digital content marketing and social media development strategies
- Experience in running LinkedIn and facebook ads/boosts
- Strong team work, organization and planning skills and track record of meeting targets and objectives
- Excellent written and verbal communication skills
- Proficiency with HubSpot marketing suite a plus

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BONUS POINTS FOR

- Relevant marketing experience in Smart Home, IoT and/or B2B SaaS
- Understanding of wireless and consumer electronics technologies in the Smart Home and IoT space a plus
- Proven track record of taking ownership and delivering results in a dynamic environment
- Strong analytical and quantitative skills with the ability to use data and metrics to back up assumptions, recommendations, and drive actions
- Strong verbal and written communication skills

WHY COGNITIVE SYSTEMS?

We are always on the look-out for bright, highly motivated and energetic A-players to join our team. We encourage an open and agile environment where creative thinking leads to groundbreaking achievements and innovations. We promote a healthy work-life balance in a flexible work setting. We offer competitive salaries, an excellent extended health care benefits plan, 4 weeks of paid vacation annually, and we even provide a free catered lunch daily! Most importantly, we are committed to creating the best, most innovative and impactful technology that people will love.

ABOUT US

Founded in 2014, Cognitive Systems Corp., set out on a mission to transform the way the world interacts with and uses wireless signals. Determined to use radio frequency (RF) technology to build a new way to interpret wireless signals, the co-founders drew upon their expertise in silicon design, RF, and cryptography. As a result, Aura WiFi Motion was born.

Through partnerships with chipset manufacturers, such as Qualcomm, Marvell and Cypress, Cognitive Systems is licensing its Aura WiFi Motion Stack for use in mesh routers, voice assistants and IoT devices, enabling these devices to see and interpret motion, provide contextual awareness and user behaviour insights into the home.

TO APPLY:

Please e-mail your resume to careers@cognitivesystems.com