

## Director of Marketing

If you have a desire to grow with a dynamic company, make a major difference within the organization, have great advancement opportunities, and thrive on working in a fast-paced environment, then this opportunity may be for you.

Novolyze is a rapidly growing developer of a proprietary food safety and quality technology platform that helps the food industry significantly improve its ability to produce safer and better food, while ensuring strong compliance with international food safety and quality standards. We have an immediate opening for a **Director of Marketing** in the Washington DC area. To learn more about please visit [www.novolyze.com](http://www.novolyze.com)

### Job Description

The ideal Director of Marketing is a self-starter with a proven track record of market positioning, marketing communications, demand creation, and building pipeline opportunities, preferably in industrial food service processing industry.

This self-starter needs to possess self-confidence, integrity, intellect, work ethic, and perseverance. Innovative in approach but focused on results. Disciplined in decision making with a bias for timely, decisive action. An excellent listener and communicator with the ability to motivate and hold key third party marketing partners accountable. You need to have the ability to clearly and compellingly articulate our strategy, positioning, and direction to key constituents. This key position will report directly to our CEO and oversee global marketing activities, including the France based team

Your ability to make smart, analytically sound demand generation recommendations will inspire confidence and trust with peers, management\*, and field sales team members. You will need to set clear and relevant goals, then drive accountability to consistently exceed stated goals and objective.

### Areas of Responsibility

- Develop monthly and quarterly marketing execution plans that support our rapid growth objectives
- Develop and execute an effective thought leadership, demand generation, and marketing communications plans

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- Implement effective sales enablement, account-based marketing, and pipeline acceleration programs
- Provide accurate monthly and quarterly marketing results reports with lead scoring
- Ensure the execution of a strong PR & Communication plan.
- Manage and maintain Marketing Automation and CRM software solutions
- Team recruitment and development

### Requirements

- Possess a strong work ethic and can-do attitude
- Minimally 10 years experience, including 5 years as a Marketing Director or Marketing Manager in a progressive growing company, preferably in the industrial food processing marketplace
- Strong hands-on knowledge of digital marketing best practices, effective demand generation tactics, and account-based marketing tactics
- Experience in using marketing automation tools, lead generation, lead nurturing, and CRM tools (HubSpot experience is a plus)
- Experienced in overseeing PR & Communication initiatives
- Excellent management skills in a fast-paced environment and ability to collaborate and partner well with internal and external teams.
- Strong communication, presentation and writing skills
- Willingness to travel when necessary, primarily for events and tradeshow. (approximately 30% travel required)
- A Bachelor's degree in a related field



## **Director of Marketing**

We provide competitive compensation, and a benefit package that includes a comprehensive medical, dental and vision plan, 401(k) plan, and paid time off. If you believe you are an ideal candidate for this key position and want to join the Novolyze team, then contact us at [resumes@mysearchpartners.com](mailto:resumes@mysearchpartners.com).