SoftBank Robotics, the global leader in robotics and workplace task automation, is seeking a **Senior Marketing Manager** to join a fast-growing team that is making the future attainable today through artificial intelligence and robotics. The ideal candidate understands that automation is the next big technological shift -- comparable to the introduction of the smartphone -- and wants to be a part of the movement, helping clients successfully transform their businesses processes and teams through cutting-edge innovation.

The Senior Marketing Manager is passionate about process and uses market insights to guide marketing initiatives that support successful sales pipeline development and product communications. In this role, you will develop a deep understanding of our target customers and how automation can help drive transformation in their organizations.

To succeed in this role you must be curious, collaborative, and comfortable with ambiguity. You will be a fast learner, you will thrive in a cross functional environment, and you will be an expert communicator, understanding that the only way to meet ambitious goals is to work and learn together.

This role will excite you if you enjoy solving problems, and getting a chance to shape how automation will be consumed by the world.

**Responsibilities include:**

* **Pipeline definition, development and management** (work with Sales and GTM to define target industries, businesses and personas, then execute ABM for MQL development)
* **Go-to-market** support (for solution launch plans and execution for both SBRA and partners)
* **Sales enablement** (supporting GTM needs and partner sales needs; creation and future iteration of the partner portal)
* **Product communications** (working with Product and CS on nuances for drafting and editing customer communications)
* **Marketing collateral management** (managing event setup assets; managing inventory and reorders of swag; handling periodic redistribution to Boston and items promised to customers)
* **Social media, organic** (owning voice, tone, and strategy shifts around new products; drafting keystone posts around launches, press hits, and events; managing graphic design needs)
* **Project management** (identifying cross-agency and cross-functional opportunities for efficiencies and initiatives; creating foundational assets; agency progress)
* **External platform management** (creating or shifting copy for static elements of website, HubSpot, social media platforms, etc.)
* **Multimedia** (coordinate, script, and direct multimedia shoots; review and optimize post-production based on brand knowledge and cross-functional needs)

Requirements:

* BA or MA in a related field
* 5+ years Marketing or GTM experience
* Intellectually curious and an avid problem solver
* Experience building sales enablement materials to scale multiple products across direct and indirect teams
* Competent with content tools (Adobe, PPT, Google Slides, excel)
* Proficient in strategic planning and execution for social media platforms.
* Ability to speak to and interface with customers and prospects
* Fast learner who thrives in dynamic environments
* Results driven -- ability to run with measured speed
* Strong analytical skills and data-driven thinking, including experience working with and leading campaign analytics
* Advanced communication and interpersonal skills
* Meticulous and organized

*SoftBank Robotics America is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.*

Apply Here: <https://www.click2apply.net/PdpwEGTWVDg2C1gqcpVay>

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