



Job Description – Director, Outbound Marketing

Agrify is a rapidly growing developer of premium indoor grow solutions for the cannabis and hemp marketplace. Our comprehensive grow solutions have been developed with one mission in mind: to assist horticulturalists in producing the highest quality crop possible with consistency and superior yields. Agrify is a non-plant touching company. If you are driven, passionate about an emerging industry, and excited about the Agrify mission, we would love to hear from you. Agrify is an equal opportunity employer.

We are seeking an experienced Outbound Marketing Director to play a critical role in fueling Agrify's growth by leading the creation and optimization of strategic marketing campaigns to drive customer engagement in Outbound channels (advertising, PR, social, email, events). He or she will identify critical Agrify customer needs and develop and deliver exceptional results in campaign planning and execution. We are looking for an experienced, agile and analytical digital marketing leader who thrives in hypergrowth environments and is willing to roll up his/her sleeves to drive the best customer experience in Outbound marketing campaigns.

Key responsibilities include:

- Manage the digital advertising, social media, email and events marketing functions.
- Lead the design, execution and optimization of data driven multichannel programs, to drive opportunities for customer engagement and conversion, raise our profile and help improve sales performance
- Provide leadership to a team of 3 outbound marketers; team will scale significantly during the next 6 - 18 months
- Serve as a senior member of the marketing team, leading outbound marketing and supporting marketing strategy and analysis; assist SVP with corporate communications
- Monitor, analyze and report on success metrics for the outbound marketing channel and identify critical improvement opportunities

Requirements:

- Large company marketing experience at a Director or Sr. Manager level
- Hypergrowth experience – company or division growth of 50%+ annually
- Experience in Enterprise/SaaS, CPG, Biopharma or large cannabis MSO
- Highly analytical, not just reading provided reports on key metrics
- Management of multi-disciplinary marketing teams of at least 4 people
- Experience in multi-disciplinary marketing areas, not just one or two
- Experience in a regulated industry
- Proven strategic thinking capability
- 5+ years of relevant work experience as an outbound marketing leader
- Demonstrated expertise in B2B marketing in the cannabis or other highly regulated industry
- Track record of building, managing and improving marketing campaigns/processes, while demonstrating impact on revenue and growth.

- Proven success in a fast-paced, rapid-growth environment that values thoughtful strategy, fast and high-quality execution, and continual improvement
- Analytical, able to extract meaning from data and use this to optimize the team's approach
- Exceptional planning, team management, and communication skills
- Familiarity with Hubspot or similar CRM solution; intermediate or better Excel skills