



We create a better world by helping companies become great workplaces.

ABOUT THE ORGANIZATION

Great Place to Work® Institute is the global research and consulting authority on workplace culture, that helps organizations identify, create and sustain High-Trust, High- Performance Culture™ at their workplaces. The Institute has crafted its perspective by learning from great leaders, surveying millions of employees, and examining thousands of best workplaces around the globe.

Great Place to Work® believes that all organizations can become great workplaces and hence, highly productive organizations, by fostering trust within the ethos of their culture - referred to as High-Trust, High-Performance Culture™.

The Institute serves businesses, non-profits and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great workplaces for over three decades. Companies of all sizes look to us for our assessment tools, training, advisory services, conferences and workshops. Great Place to Work® assessment is considered the Gold Standard for workplace culture globally. It's all part of our passion to create a better world by helping organizations become great workplaces.

Every year, Great Place to Work® Institute partners with more than 10,000 organizations and analyses perspectives representing the voice of over 12 million employees around the world. This helps organizations create and sustain a High-Trust, High-Performance Culture™. In India, the Institute partners with around 1000 organizations annually to work towards the mission of 'Making India a Great Place to Work® FOR ALL

The Institutes' research shows that great workplaces are characterized by great leadership, consistent employee experience, and sustainable financial performance. These organizations are able to deliver a consistent experience to all their employees irrespective of their role, gender, tenure or level in the organization. Their leaders believe in the vision of creating and sustaining a Great Place to Work for ALL and role model being 'for ALL' Leaders.

POSITION: Manager - SAAS Sales

Role	Manager - SAAS Sales
Basic Qualifications	Graduate/Post Graduate
Required Experience	<ul style="list-style-type: none"> • 4+ years experience in B2B marketing, ideally in the SaaS industry, with strong systems and analytics background • Solid knowledge of marketing analytics, automation, and content creation tools • Understanding of SaaS business model in context of B2B business • Evidence of growing the business using the above business model • Experience in publishing content; including blog posts, white-papers, slide decks, videos, etc. • B2B Software experience
Salary	At par with industry standards
Required Competencies	<ul style="list-style-type: none"> • Understanding of product marketing, inbound marketing, and content marketing • Understanding of dynamics and customer journey in enterprise B2B companies • Able to create content from ideation, through execution, to delivery. • Comfortable in a startup environment. • Proficiency in marketing automation systems (e.g. Hubspot, Marketo, Pardot), with a strong understanding of downstream integration with CRM. etc • Strong technical skills with deep empathy for software development • Passionate about process improvement • Demonstrated ability to leverage analytics and work with complex datasets to understand performance, optimize campaigns, drive decision-making, and measure outcomes • Making ROI based decisions on programs to fund and managing the overall budget • Managing multiple projects at the same time • Proficient in Google Analytics and general understanding of SEO • Takes initiative and ownership of projects • Great written and verbal communication skills (English) • Incredible attention to detail
Role and Responsibilities.	
<ul style="list-style-type: none"> • Managing our marketing stack and suggesting tools to migrate complete marketing automation tool (Ex: Hubspot, Webflow, Google Analytics, etc.) • Creating and building marketing campaigns (email, webinar, landing pages, etc.) to engage with our current database. • Managing and engaging social media accounts and automating campaigns. Currently we have tools like Mail chimps hence the resource needs to be an expert on creating an automated lead generation /funnel using social media) for various channels (LinkedIn, Twitter, Instagram, Facebook, etc.) • Expanding our current database to increase our marketing reach using new tools • Working closely with New product teams and sales to ensure an airtight lead process from start to finish • Executing and reporting on multi-channel campaigns to engage prospects and customers: including emails, social and paid placement (Google Adwords, etc) and look at organic leads as a key result area • Exhibit owner's mentality while Identifying, onboarding, and managing external resources/consultants (designers, copywriters, SEO consultants, etc and always peg the conversation around ROI) 	

- Effectively communicating plans and metrics regularly to marketing and sales leadership.
- Working closely with the internal Research and Partnership functions at GPTW to build demand among customers, consumers and the GPTW ecosystem.
- Managing relationships with key customers, which include CEOs and HR heads of winning companies, CEOs and HR heads of certified organizations, sponsors, clients, media partners, execution partners, and other stakeholders.
- Ensuring required processes are being followed and necessary controls are in place to ensure consistent, high-quality delivery of conference experience to delegates and partners.

WHY SHOULD YOU APPLY?

- You will be joining our mission to help numerous organizations transform their workplaces and thereby impact industry and society
- You will get the opportunity to learn continuously from the best employers globally
- You will have the opportunity to write articles, address seminars and be known as a thought leader
- You will be a part of a team that passionately believes in and tries to practice the great workplace values of Trust (Credibility, Respect & Fairness), Pride and Camaraderie
- You will get an opportunity to build your individual brand by getting exposed to networks with the CXOs and Head HRs of the best workplaces in India
- You will get to experience a unique and sought-after business model in this space

HOW TO APPLY?

Please reach out to us: in_careers@greatplacetowork.com

To read more about us: <https://www.greatplacetowork.in/>



Better for **People**.
Better for **Business**.
Better for **the World**.