



Job Description

Director, Digital Marketing

Department: Marketing

Type: Permanent

Location: Amsterdam or Remote

Hours: 40 hours per week

Reports to: Head of Marketing

Salary: Competitive + bonus and stock

Posted: February 2021

Our Core Values



Achieve anything with a healthy and happy team



Push boundaries through direct communication and diversity



Act responsibly and protect the data



Amaze through user-friendly and rewarding experiences



Maximize research impact

About the role

At Castor, we're all committed to a world with faster, smarter, medical research. Our cloud based software solutions are revolutionizing data capture for academic and commercial researchers worldwide. You've found yourself a company with a true purpose.

The Marketing Team helps promote our amazing products to our target audiences. Having recently secured our Series A investment, with ambitions to continue delivering a product focussed approach, we're on the lookout for Director, Digital Marketing to join the team.

As the Digital Marketing Director, you will play a critical role in Castor's growth and success, by managing 2+ people team and owning and executing our digital marketing strategy.

What you'll be doing

- Develop and execute Castor's go to market digital marketing strategy;
- Manage advertising budget and execution of all of Castor's digital channels and campaigns (Google Ads, LinkedIn Ads, Twitter Ads, affiliate channels, SEA, SEO, and email marketing);
- Launch marketing campaigns and other growth initiatives end-to-end to generate demand for Castor's product suite: design experiments, develop campaign strategies, drive execution of campaigns through to completion, and regularly measure and optimize ROI;
- Manage tools used to track, launch, and optimize Castor's digital marketing channels and campaigns (Pardot, Zapier, Asana, Wordpress, etc);
- Manage and improve marketing tracking, website conversion and optimization, and email marketing automation;
- Investigate and test new channels to reach prospects and drive MQLs;
- Provide dashboards, reports, and regular updates with advanced insights on performance of all digital marketing channels and campaigns, and recommendations to improve results;
- Manage a marketing automation specialist and website manager, as well as agencies, vendors, freelancers, interns, and others to execute the digital marketing strategy;

What you'll bring

You'll definitely have:

- B2B SaaS experience with proven ability to generate and nurture leads, drive extensive pipeline, improve buyer journeys, efficiently scale digital campaigns, and assess & optimize ROI;
- Experience managing and coaching high-performing teams to execute and optimize the digital marketing strategy;
- Experience generating MQLs and leads using LinkedIn, Google, email marketing, affiliate, and other channels;
- Experience using tools to manage and optimize the digital marketing strategy (Pardot, Salesforce, Asana, Zapier, Google Analytics, Google Tag Manager and others);
- Ability to openly and respectfully communicate and work cross functionally with multiple stakeholders;
- The drive, self-awareness, and flexibility to work in and contribute to a high-energy startup

It would be good if you had:

- eClinical and/or life sciences experience

Your main contact for this vacancy:



Yulia Bondar

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