



Job Title: Marketing Manager

Location: Remote

Reports To: Head of Operations & Finance

About the Role

At **CamoAg**, we are looking for an experienced **Marketing Manager** who thrives in fast-paced, evolving environments and is passionate about helping to build brand awareness and messaging for a leading B2B SaaS company in the agriculture sector.

This role is ideal for someone who is both strategic and hands-on, able to determine marketing strategies and execute them effectively. You will work closely with the leadership team. If you have a background in B2B SaaS, a knack for executing diverse marketing strategies, and a passion for developing high-impact brands, this is your opportunity to make a significant impact.

Key Responsibilities

- Develop and execute comprehensive marketing strategies to drive brand awareness and product adoption.
- Lead brand development initiatives, ensuring CamoAg's message resonates with the right target audiences in the agriculture and land management space.
- Manage and execute campaigns independently, leading the execution of marketing plans from start to finish.
- Work closely with the leadership team to ensure marketing efforts align with company goals and vision.
- Analyze key marketing metrics and make data-driven decisions to optimize campaigns.
- Develop thought leadership content that aligns with CamoAg's industry vision and positions the company as a leader in AgTech.
- Create and execute engaging content strategies across social media, email campaigns, blogs, and other marketing channels.
- Develop and manage email outreach strategies to drive engagement and nurture leads.
- Collaborate with sales and product teams to support go-to-market strategies for new features or product launches.

Nice-To-Have

- Experience in B2B SaaS or AgTech environments.
- Strong understanding of brand awareness and marketing strategies.



- Expertise in paid advertising, content marketing, and SEO strategies.
- Familiarity with geospatial data, mapping technologies, or data visualization frameworks.
- Knowledge of agricultural technology trends or land management solutions.
- Proficiency with marketing tools (i.e., HubSpot, Google Analytics, Mailchimp, etc.).

Qualifications

- **5+ years** of experience in marketing, with a strong background in B2B SaaS environments.
- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in developing and executing marketing strategies that drive measurable results.
- Experience in digital advertising, content creation, social media management, and email marketing.
- Strong project management skills with the ability to manage multiple initiatives simultaneously.
- Excellent written and verbal communication skills.
- Ability to analyze marketing data, generate insights, and make data-driven decisions.
- Self-starter with a strong sense of ownership and the ability to work independently in a remote-first environment.
- Familiarity with geospatial and agricultural technology is a plus.

Benefits – What You'll Love About CamoAg

- Mission-driven team transforming land intelligence through technology.
- Competitive salary and equity packages.
- Comprehensive health insurance plans and 401(k).
- Unlimited vacation policy and generous holiday schedule.
- Fully remote with optional in-person retreats and team gatherings.

CamoAg is an equal opportunity employer. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

All candidates who receive and accept employment offers will be required to complete a background check prior to joining.

Please email **info@camo.ag** to submit your resume and cover letter.