

Position Title: Marketing Manager

Position Overview

As the Marketing Manager at akoyaGO, you will report directly to the Director of Partnerships & Growth and serve as the primary driver of day-to-day execution of digital and traditional marketing activities across diverse channels. In close collaboration with the Director, you will craft, execute, monitor, and refine campaigns that strengthen our brand, engage clients, and support revenue growth. As an individual who is not only inherently self-driven and proactive but also possesses a robust understanding of contemporary marketing tools and strategies, your role will involve active partnership within compact, integrated teams, where the ability to cultivate strong working relationships and manage executional details is paramount.

Responsibilities

Campaign & Content Development

- Plan, develop, and execute multi-channel campaigns (email, social, events, digital advertising) that drive awareness, engagement, and revenue growth.
- Write, proof, and edit content across web, social, email, and print while ensuring alignment with brand guidelines.

Collaboration & Partnerships

- Partner with Sales, Client Services, and external stakeholders to deliver webinars, case studies, and client stories.
- Coordinate with industry organizations and partners to support joint initiatives and content collaborations.

Research & Insights

- Conduct market research to identify client needs, trends, and new opportunities in the philanthropic and SaaS landscape.

Events & Conferences

- Manage logistics for akoyaGO's presence at trade shows and industry conferences.
- Lead planning and execution of the annual user conference and regional client events, including branding, venue selection, and programming.

Performance & Reporting

- Track, analyze, and report marketing performance using analytics tools; translate findings into actionable improvements.

Budget & Resources

- Assist in managing the marketing budget, forecasts, and expenditures.

Qualifications and Skills

- Bachelor's degree in marketing, communications, or a related field.
- 3+ years of professional marketing experience with demonstrated ownership of multi-channel campaigns from concept through execution and analysis.
- Proficiency with Microsoft Office Suite and familiarity with key marketing platforms such as WordPress, Google Analytics, Canva, MailChimp, and major social media platforms.
- Strong blend of creative and analytical skills, with the ability to translate insights into actionable strategies and deliver measurable results.
- Highly organized, proactive, and collaborative, with proven ability to manage projects, meet deadlines, and thrive in small-team environments.

Salary and Benefits

- Salary range: \$70,000-\$85,000 annually, commensurate with experience and qualifications.
- Eligible for quarterly performance-based bonus opportunities, directly tied to company growth through new sales and marketing impact (no cap).
- Benefits include health, disability, and life insurance, retirement plan with company match, paid time off, and professional development opportunities.

Location

This is a remote-eligible role open to candidates residing in and authorized to work in the United States.

How to Apply

Send your resume to careers@akoyaGO.com with "Marketing Manager" in the subject line.