

Senior Customer Marketer

Reporting to the Chief Executive Officer, you'll be responsible for executing our customer marketing strategy tailored to engage clients directly. Collaborating closely with our Leadership Team, you'll participate in building & nurturing customer relationships, driving brand advocacy, and curating campaigns that foster a sense of community and loyalty.

Who you are

You are an accomplished strategic marketer with an unwavering passion for serving and understanding customers. You have a proven track record of identifying untapped opportunities, and the ability to create innovative marketing campaigns and strategies that resonate with diverse audiences. Your customer-centric approach along with your analytical precision allow you to envision the bigger picture, helping to transform customers into advocates.

What you'll be doing

- Cultivate meaningful connections with customers to increase referrals, and opportunities for cross-selling and upselling
- Lead and oversee customer engagement initiatives, including events, conferences, and campaigns
- Assist with the design and execution of Virtuo's customer lifecycle campaign
- Ensure continued education and engagement throughout the entire customer journey
- Recruit and identify customer advocates for case studies and success stories
- Craft specialized marketing materials to provide at-risk customers with training and support
- Be the voice of the customer, and collaborate with the Sales and Marketing Teams to achieve business objectives through customer advocacy campaigns

How you'll be measured

- Customer engagement
- Customer satisfaction
- Customer lifetime value

What we're looking for

- Bachelor's Degree in Communications, Marketing, Business Administration, or related field
- 5+ years of experience in Customer Marketing, or related role, preferably in a startup or similar environment
- Proven experience in creating and executing marketing campaigns that drive customer engagement and advocacy
- Ability to write effective copy is essential

- Technical knowledge of digital marketing tools and CRM platforms
- Experience managing customer loyalty and rewards programs is an asset
- Ability to implement segmentation strategies that enhance targeting precision and drive personalized engagement

What will help you succeed?

- Strong passion for building and nurturing customer relationships
- Excellent analytical skills and ability to interpret data to make informed decisions
- Exceptional creativity in marketing and communication
- Expert interpersonal skills
- Desire to constantly improve the customer experience and optimize client engagement

Who are we?

Virtuo is a home concierge platform redesigning the entire homeownership journey. We partner with large home builders to help them deliver the seamless, first-class homeownership experience that consumers have come to expect in today's age.

We're a tight-knit, straight shooting team – we collaborate and dream big, and are looking for someone who wants that kind of camaraderie. We don't take ourselves too seriously, but when it comes to the business, we are laser focused on our vision and our results show it.