

## **Job Description: Senior Marketing Manager**

### **About HomeLend**

HomeLend is transforming the mortgage industry by offering an innovative technology platform, which provides the entire infrastructure required to directly invest in mortgage loans and serves as a trading hub for both buyers and sellers of mortgages.

### **Position Overview**

As the Senior Marketing Manager, you will partner in the development of the HomeLend's marketing strategy and have primary responsibility for the execution of that strategy. Your goals will be to maximize the effectiveness of the HomeLend's lead-generation activity and promote its brand amongst various target segments and ecosystem partners.

You will be expected, and be provided with the latitude, to define high-impact, including out-of-the-box marketing strategies to promote HomeLend's technology platform.

You will have responsibility for the creation of content, development of collateral, and execution of marketing outreach activities across all channels, including social networks, traditional media, the HomeLend website, email campaigns, conferences, trade shows, and/or similar events.

You will be responsible for the design, management, and continuous refinement of the lead generation strategy.

You will be responsible for the active management of the HomeLend's external website.

You will report to the Head of Strategy and partner closely with HomeLend's product, operations, and sales teams.

### **Key Competencies Required**

- A blend of creativity, analytical capability, and structured, systematic approach.
- An ambitious, go-getter, results focused orientation.
- A hands-on, roll-up-the-sleeves mindset.
- Highly effective language and communication skills (English).
- The ability to thrive in a fast-paced, demanding, collaborative environment.
- A healthy dose of sales orientation and an extraverted personality.
- Be curious and well-read, ideally well-informed about the economy and familiar with financial industry and lending concepts.

Job Description: Senior Marketing Manager (continued)

### Required Qualifications

- Bachelor's degree with strong academic performance
- At least 5 years of successful marketing experience in a dynamic, fast-paced environment.
- At least 3 years' specific experience in B2B or enterprise Product / Solution Marketing focused on the U.S market.
- Proven ability to lead solution marketing strategy development, own messaging frameworks, and drive BCM execution for a technology platform targeting businesses.
- Proven success in building and scaling lead generation and conversion pipelines.
- Tech savviness:
  - Hands-on experience with marketing automation and campaign management tools, CRM applications and marketing analytics tools.
  - High level of proficiency in all Microsoft® Office applications (PPT; Word; Excel).
  - You will need to understand the HomeLend platform thoroughly.

### Desired Qualifications

- Experience leading marketing activity targeted at financial institutions.
- Experience developing and maintaining a public website, including content management, and applications.
- Domain expertise in the banking and mortgage / private credit industry including an understanding of key pain points and business decision drivers.

### Compensation & Perks

- Compensation will include a competitive salary, performance-based bonus, and stock options through the Homelend's ESOP, providing the opportunity to share in our success.

### Additional Details

- Hybrid | at least 5 days/month in the NYC office (more during onboarding)
- Occasional travel may be required