



Title: Growth Marketing Manager (B2B)
Department: Strategic Marketing and Communications
Reports to: Chief Marketing Officer
Location: Overland Park, KS (Onsite role)
Type: Full-Time, Exempt

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you are ready to be a part of a team that's shaping the future of financial services, we would love to hear from you.

Position Summary:

Are you a growth-minded B2B marketer who thrives on building demand generation engines, shaping content strategy, and aligning closely with sales to drive qualified pipelines? We're looking for a **Growth Marketing Manager (B2B)** to lead the charge in promoting our business to financial advisors across the country. In this high-impact role, you'll generate high-quality leads through targeted campaigns, develop compelling content across the funnel, and collaborate with sales to convert prospects into revenue. You'll also drive engagement through social media and manage lifecycle marketing strategies that deepen relationships with current clients and increase retention and referrals.

If you've successfully scaled B2B marketing programs, speak the language of revenue, and know how to execute full-funnel strategies that build awareness, drive conversions, and nurture client relationships—this role is for you.

What You'll Do:

Lead Generation & Campaign Strategy

- Develop and execute targeted multi-channel campaigns (SEM, paid social, email, content syndication, webinars, live events) that drive qualified leads and fill the sales pipeline.
- Optimize funnel performance through A/B testing, conversion optimization, and data-driven targeting.
- Own funnel metrics from Marketing Qualified Lead (MQL) to Sales Qualified Lead (SQL) to closed-won—reporting campaign Return on Investment (ROI) and continuously improving tactics.

Sales Alignment & Enablement

- Partner closely with our sales team to define Ideal Customer Profiles (ICP's), develop messaging, align campaigns, and ensure high-quality lead handoff.
- Create and maintain sales enablement content including one-pagers, landing pages, email cadences, and outbound playbooks.

- Drive consistent feedback loops to refine lead quality, messaging, and overall sales-marketing alignment.
- Act as the voice of the advisor — ensuring all materials are strategically on-message, aligned with sales goals, and effectively communicate our differentiators.

B2B Messaging & Brand Strategy

- Own the advisor-facing messaging and brand positioning strategy by setting the tone for how CreativeOne shows up to financial advisors across all channels and campaigns.
- Lead the strategic direction for advisor-facing marketing efforts by collaborating with cross-functional marketing teams to ensure that messaging, visuals, and execution align with our audience, business goals, and overall B2B strategy.
- Develop a content strategy to build thought leadership and create high-impact content across all stages of the buyer's journey including blogs, case studies, video scripts, lead magnets, and guides.
- Collaborate with internal subject matter experts to bring our brand story and advisor success stories to life.

Lifecycle Marketing

- Build segmented nurture tracks and drip campaigns to increase conversion velocity and re-engage cold leads.
- Lead lifecycle marketing initiatives for existing clients—developing onboarding, engagement, and retention campaigns to boost client satisfaction and referrals.
- Identify cross-sell and upsell opportunities within our client base and partner with the Client Success team to drive adoption.

Analytics & Optimization

- Leverage marketing automation tools like HubSpot and Go High Level to build campaigns, track results, and optimize performance.
- Own lead scoring, segmentation, and attribution modeling to maximize efficiency and improve visibility into ROI.
- Continuously evaluate and improve our marketing strategies through robust data analysis and reporting.
- Explore and integrate AI tools to enhance lead scoring, content personalization, and campaign automation.

Preferred Requirements:

- Bachelor's degree or commensurate experience.
- **5-8+ years** of B2B marketing experience, ideally in financial services, Software-as-a-Service (SaaS), or a fast-paced agency environment.
- Experience with account-based marketing.
- Experience with content strategy, copywriting, and managing thoughtful leadership campaigns.
- Proven ability to generate and convert leads through full-funnel marketing campaigns.
- Deep understanding of social media for B2B and building brand presence on platforms like LinkedIn.
- Lifecycle marketing experience across onboarding, engagement, and retention journeys.
- Ability to develop and execute marketing strategies.
- Proficiency with marketing automation (HubSpot preferred), Customer Relationship Management (CRM) tools, and performance reporting.
- Familiarity with AI tools for marketing automation, content creation, or data analysis.
- Self-starter with a strategic mindset and a strong bias toward execution and measurable impact.
- Excellent communication, presentation, organizational, and cross-functional collaboration skills.

- Strong analytical skills.
- Ability to manage multiple projects simultaneously.
- Understanding of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) best practices.

What You'll Love About This Role:

- Your work will directly contribute to company growth and market presence.
- You'll collaborate with a high-performing marketing and sales team that values innovation and results.
- You'll have the opportunity to build scalable campaigns and put your ideas into action.
- You'll be part of a mission-driven organization that helps financial advisors grow their businesses and better serve their clients.

This role will be comprised of a base salary with variable/incentive compensation.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.