



10ZiG Career Opportunity

Marketing Manager - USA

About 10ZiG

10ZiG Technology is a global endpoint solutions vendor, specializing in Thin Clients, Zero Clients, secure endpoint operating systems (Linux and Windows), PC repurposing software and centralized management for virtual desktops, cloud workspaces and modern digital work environments. For more than 23 years, 10ZiG has helped organizations reduce endpoint cost, complexity and risk through a unique combination of hardware, software and management solutions built for EUC.

Headquartered in Phoenix, Arizona, with offices in the UK, Germany and Asia, 10ZiG has close technology alliances with technology leaders such as Amazon, Citrix, Microsoft, Nerdio, Nutanix, Omnisia and Parallels.

Position Summary

The Marketing Manager is responsible for leading a small marketing team and coordinating both internal and external resources to plan, execute, and optimize integrated marketing initiatives that drive brand awareness and demand generation. This role is well-suited to a people-focused, collaborative professional who combines strong interpersonal skills with hands-on marketing execution and solid project management capability. The candidate should be particularly strong in the digital marketing area with experience in SEO, PPC, AEO and Marketing Automation (specifically Hubspot). The Marketing Manager should also possess AI literacy.

Essential Duties and Responsibilities

- Lead, mentor, and organize a small marketing team, including day-to-day task coordination, prioritization, and workload management.
- Oversee and optimize the use of HubSpot (or equivalent platform) for database management, workflows, email campaigns, social scheduling, and reporting.
- Manage the company website (preferably WordPress), including coordination of new pages, updates, landing pages, and technical maintenance with internal staff and external vendors.
- Drive SEO, PPC, and AEO initiatives, including keyword strategy, on-page optimization, campaign briefs, tracking, and performance reviews with digital partners.
- Utilize AI tools to support content creation, ideation, copy drafting, and market/competitor research while maintaining brand standards and accuracy.
- Direct social media strategy and execution across LinkedIn, Facebook, and Instagram, including content planning, scheduling, and audience engagement.
- Oversee the creation and delivery of graphic assets, including digital and print materials such as web graphics, email imagery, spec sheets, case studies, trade show collateral, presentations, and logos.

- Manage relationships and day-to-day work with external contractors and agencies, including PR, website development/maintenance, and digital marketing partners.
- Support the planning and promotion of tradeshow, events, webinars, and product launches, ensuring all associated collateral and communications are completed on time and on brand.
- Ensure consistent brand messaging, visual identity, and tone of voice across all marketing channels and internal/external communications.
- Monitor key marketing metrics and budgets, prepare regular performance reports, and recommend data-driven improvements to enhance ROI.

Qualifications

Education & Experience

- Proven experience in a marketing role with responsibility for both strategy and hands-on execution, preferably in a B2B or technology environment.
- Demonstrated experience leading or coordinating a small team and/or cross-functional marketing projects.
- Experience working with HubSpot or a comparable marketing automation/CRM platform.
- Experience managing or collaborating on WordPress websites, including page and content updates and coordination with developers.
- Practical knowledge of SEO and PPC best practices, with experience partnering with agencies or contractors on digital campaigns.
- Experience using AI tools as part of the content and campaign development process.
- Experience with social media for business (required: LinkedIn; preferred: Facebook and Instagram).
- Familiarity with graphic design workflows and tools, and the ability to brief designers or provide light design input.
- Experience managing external vendors/contractors (e.g., PR, web, and digital agencies).

Core Competencies

- Strong interpersonal skills with the ability to build effective relationships and collaborate across departments.
- Proven team player who can motivate others, give clear direction, and provide constructive feedback.
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines.
- Analytical mindset with the ability to interpret marketing data and convert insights into actionable recommendations.
- Creative thinking, attention to detail, and a high level of ownership for brand quality and consistency.

Work Environment

- Role is preferably office-based.
- A hybrid work arrangement (for example, one day per week from home) may be considered following successful completion of the probationary period.

If you have the skills, experience and ambition to help shape the future of the 10ZiG channel ecosystem, we would love to hear from you.

Please send your CV and covering letter to Careers@10ZiG.com