



Marketing Manager - Job Posting

Location: Remote (open to applicants in Colorado and all U.S. locations)

Type: Full-Time

Join Our Team:

B3 Insight develops technology and insight that enable you to make responsible and profitable decisions about water resources. B3's flagship product is the leading water intelligence platform for upstream energy.

By using technology to reduce manual, burdensome tasks for water management professionals, B3 Insight supports the energy industry in moving toward greater efficiency, consistency, and risk management in water-related decision-making.

About the Role:

For our next phase of growth, we are seeking a Marketing Manager to own and execute activities that educate our market, help customers thrive with our products, and drive revenue growth. As a member of our Revenue Team, you'll collaborate with marketing, sales, customer success, and product colleagues to ensure marketing initiatives deliver value.

As B3 Insight's Marketing Manager, you will:

- Create full-funnel content, including blogs, guides, product collateral, and case studies
- Manage a content library of centralized assets so that our team can always find what they need to best support and educate customers and prospects
- Execute product launches by creating internal enablement materials, customer-facing assets, and sharing launch communications that keep our teams tightly coordinated
- Support content for our product Knowledge Base to increase its value to our customers
- Own competitive intelligence to help our teams and users understand how our solutions differ from other data and AI products in the market
- Support earned media initiatives to share B3 Insight's story, and the successes of our customers, with the energy industry
- Contribute creative ideas to grow social media reach and impact for a B2B audience



Requirements:

- 5+ years of experience marketing technology products
- Excellent writing skills and demonstrated ability to distill complex concepts into clear and human-friendly content
- Demonstrated ability to organize and manage effective product launches
- Experience creating technical content in collaboration with product experts
- Ability to research and effectively communicate relevant competitive insights
- HubSpot proficiency to publish content, create new pages from templates as needed, and handle website updates as needed

Preference to those who:

- Have energy industry experience and understanding of the industry landscape
- Experience with water and land rights, produced water industry a plus

Working at B3:

B3 Insight is committed to promoting equality, inclusion, and diversity. We're an equal-opportunity employer regardless of race, gender, age, religion, sexual orientation, or identity. B3 Insight offers:

- Medical Benefits
- Dental Benefits
- Vision Benefits
- Performance Bonus
- 401k Retirement Plan
- Remote Friendly
- Flexible PTO
- Life Insurance

The salary range for this role is \$90,000 - \$120,000 annually, including bonus.

As part of our commitment to maintaining legal and ethical standards, B3 Insight conducts e-verification for employees.



To Apply:

Email us at careers@b3insight.com with your resume and a short note about why you're excited about the role.