

## YellowDog Marketing Executive for Financial Services

### YellowDog

YellowDog is building a world where people can do more, create more, explore more; unleashed from limited computing power. As a technology business, YellowDog has developed the leading intelligent scheduling and orchestration platform, enabling business to access the 'best source of compute' across multiple public clouds and on-premise resources.

Over the past four years, YellowDog has established a brand known for Cloud Rendering in multiple animation and visual effects markets across the world. We have customers in over 40 countries who are looked after by the team in Bristol.

In March 2018, YellowDog launched its proposition for Financial Services and secured its first customer in October. The opportunity for YellowDog's technology is massive, spanning multiple verticals including aerospace, life sciences, retail, telecommunications, oil and gas and geology.

Venture Capital backed and poised for explosive growth, YellowDog people are fun loving, reliable, genuine and adventurous. As we build YellowDog, we are building an environment we all want to work in that will give us career defining roles. We are looking for new team members who can bring a range of new skills, experiences and backgrounds to this exciting opportunity.

### Mission

The Marketing Executive for Financial Services will be instrumental in establishing YellowDog as a credible supplier of enterprise software to the financial services industry within 12 months. With an international remit, they will work alongside the Marketing Executive for Rendering to define a messaging framework that is relevant to the FS industry and aligned with the messages for the rendering market and YellowDog brand. They will be accountable for the FS communication plan, including owning the relationship with YellowDog's PR agency, and defining and delivering relevant and timely content to support that plan. Reporting to the Head of Sales for FS, they will also deliver marketing qualified leads into the sales pipeline.

### Outcomes

- YellowDog established as a credible and relevant supplier of enterprise software to the FS industry within 12 months.
- Agreed and aligned messaging framework for YellowDog's proposition in financial services.
- Clearly understood and well executed marketing communications plan (including events, PR, content marketing, relevant social media, customer events and CxO breakfasts, analyst outreach) for financial services with performance, including ROI, tracked and analysed on a month-on-month basis.
- Quality sales collateral that can be used on and offline to support generating sales leads

### Competencies

- High degree of organisation and planning.
- Strong planning and execution skills.
- Learns quickly and demonstrates brainpower.
- Creative problem-solving abilities.
- Sets high standards and goals for themselves and others.
- Integrity/honesty.
- Calm under pressure.

- Moves fast and is adaptable.
- Follows through on commitments.
- Attention to detail.
- Good at analysis.
- Works to the company's and not their own agenda.
- Proactivity/takes initiative.
- Strong work ethic.
- Treats people with respect.
- Flexible/adaptable, and loves working in a fast-paced dynamic environment.
- Strong listening skills.
- Open to criticism and others' ideas.
- Amazing written and oral communication skills.
- Works well as part of a team.
- Is able to persuade people within YellowDog, prospects and customers.
- Holds people accountable.
- Creativity and commercial awareness.
- Hands-on experience with web content management tools like WordPress.
- Proficiency in MS Office.
- Familiarity with SEO, social media and web analytics tools.

### Experience Required

- Proven experience as a financial services, business to business, marketing specialist or similar role.
- BSc in Marketing, Communications, Public Relations or relevant field.

### What You Will Get from Us

- An great package, including stock options.
- Working in Bristol, at the heart of the vibrant startup and scaleup community in [Runway East](#) (with free cake on Wednesdays, free beer on Fridays, talks, community events, table tennis and a view over Bristol's historic floating harbour).
- 25 days holiday plus your birthday off work every year.
- Generous pension contribution.
- The opportunity to get a free bicycle with YellowDog's membership of [Free2Cycle](#).
- And, best of all, a role that will define your career.