



Experienced Marketing Professional

Full-Time in Scituate, MA

O2X Mission & Overview

At O2X, we improve the lives of tactical athletes through world class human performance programs. We work with a wide range of clients, including more than 100 federal, military, and municipal organizations to elevate culture, support healthy lifestyles, and reduce healthcare costs associated with injuries and illnesses. Fueled by our shared desire to help others, our team strives to make our clients (and ourselves) 1% better every day.

We are seeking a results-driven and strategic marketing professional with extensive experience in both B2B and B2G businesses to lead our marketing efforts at O2X Human Performance. The role will work to shape our brand, expand our market presence, and drive growth through innovative marketing strategies tailored to the unique needs of both government and business clients. Title will be commensurate with experience.



Key Responsibilities

- **Marketing Strategy:** Develop and execute a comprehensive marketing strategy that aligns with O2X's mission and goals, with a focus on both B2B and B2G marketing.
- **Brand Management:** Maintain and enhance the O2X brand identity, ensuring consistency and relevance across all marketing channels.
- **Team Leadership:** Lead, mentor, and manage a team of marketing professionals, providing guidance, training, and support.
- **B2B and B2G Marketing:** Develop and implement tailored marketing strategies for business and government clients, understanding the unique challenges and opportunities of each sector.
- **Digital Marketing:** Oversee digital marketing initiatives, including website management, SEO/SEM, email marketing, and social media strategies, to engage and generate leads from both B2B and B2G audiences.
- **Content Creation:** Drive content marketing efforts by creating and curating valuable content relevant to government and business clients, including sales collateral, articles, case studies, and more.
- **Market Research:** Conduct market research and competitor analysis specific to the B2B and B2G sectors to identify opportunities, trends, and client needs.
- **Lead Generation:** Develop and manage lead generation programs to support sales efforts and grow the B2B and B2G client base.
- **Analytics and Reporting:** Establish and monitor key performance indicators (KPIs) to measure the effectiveness of marketing campaigns and strategies for both sectors, making data-driven decisions.
- **Budget Management:** Manage the marketing budget for B2B and B2G marketing activities, allocating resources effectively and optimizing ROI.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field (Master's degree preferred).
- Proven experience in marketing leadership roles, with a strong track record in both B2B and B2G marketing.
- Strong leadership and team management skills, with the ability to inspire and motivate marketing teams.
- Excellent communication, negotiation, and problem-solving abilities.
- Proficiency in digital marketing tools and analytics.
- Understanding of the unique challenges and regulations in both the government and business sectors.