



[Blue Seedling](#) is a boutique marketing agency, and the secret marketing superpower behind some of the world's fastest-growing enterprise B2B startups in Israel and the US.

We're seeking an experienced **Marketing Lead** to join our high-performing team. This role is ideal for a seasoned B2B marketer who has been in the trenches of early-stage, deep tech, enterprise B2B startups and is ready to apply their expertise across multiple cutting-edge companies.

For over eight years, our US-based team has worked with enterprise startups and scaleups across cybersecurity, AI, DevOps, FinTech and other domains. Among our clients are Cloudinary, Wiz, Dig Security (acq. by Palo Alto), Run:ai (acq. by Nvidia), Deci (acq. by Nvidia), Granulate (acq. by Intel), Astrix Security, Zero Networks, Panther Labs, Forter, Apiiro, Heap, and [many more](#).

Important position notes:

- Blue Seedling does not have offices. This position is fully remote, but we're looking for US East Coast-based candidates only (because of time zone constraints).
- This is a self-employment position. Read more about our employment philosophy [here](#).

Why Blue Seedling

- **An opportunity to be your best and work with the best (startups, teams, investors, founders, and partners). Lean into your superpowers and complement them with an A-Team of enterprise B2B marketers.**

"The companies we work with are doing bold, visionary things – and we get to be a part of their story."

"In a single day I work with clients in telemedicine, art technology, AI, and fintech. I get to experience different company cultures, different CEO leadership styles, and team mates in different countries. It's like living a dozen different lives at once."

- **Never a dull moment. Non-stop learning and growing with no commitment to one single company or industry. Combine strategic thinking and hands-on execution with your team.**

“At Blue Seedling, all the doors are wide open for you. You can participate in any area you want to - it’s up to you. It made me really happy to be able to say 'I want to do that' and do it.”

“One of my favorite things about Blue Seedling is that we are constantly reimagining what we’re capable of.”

“How often do you get paid to learn something completely new?”

- **We’re remote, flexible, and people-first. We’ve been 100% remote from day one, and we’re flexible and supportive. We know how to work remotely and build a tight-knit, high-performing, collaborative team, no matter where we are.**

“These are the most supportive people you’ll ever meet, both personally and professionally.”

“Because Blue Seedling is so flexible, I could keep a full time job and hours that fit my needs, and not miss out on anything while my daughter was growing up.”

Your responsibilities - or how you’ll be spending your day

The best way to think about your role is that you’ll be acting as a Head of Marketing / VPM at usually two different high-growth enterprise B2B startups or scaleups. Your responsibilities will be similar to a startup VPM – you’ll just happen to be part of an agency, not in-house. That means:

- You’ll be measured on achieving the client’s marketing objectives: typically demand generation, brand awareness, and category domination
- You’ll lead a team of 2 - 4 US-based Blue Seedling marketing managers, with different superpowers across content marketing, project management, and product marketing
- You’ll leverage Blue Seedling’s network of trusted vendors to get things done across PR, web development, PPC, RevOps, etc.
- You’ll create the marketing strategy, plan, and budget, and lead the marketing team and vendors through execution
- You’ll report to the client CEO and interface with other client stakeholders like the sales leader, business development leader, and CFO.

Beyond client work, you'll be part of Blue Seedling itself – the world's best enterprise B2B marketing agency. You'll participate in Blue Seedling's marketing, sales, and thought leadership around Enterprise B2B marketing.

Your qualifications – or who you are

This position may be a good fit if you:

- Have been in the trenches of early-stage, deep tech, enterprise B2B startups for at least 5 years, owning marketing efforts – particularly demand gen
- Love leading small teams and enjoy mentoring those new to B2B marketing
- Are equally comfortable setting up marketing strategy, budget, and calendar, and being hands-on with the team
- Have a knack for project management and pay meticulous attention to detail
- Communicate exceptionally well, both in writing and verbally
- Live and breathe the B2B marketing landscape, always ahead of the latest trends and best practices
- Are self-motivated and thrive in a remote work environment
- Can juggle multiple clients and industries with ease
- Think strategically and align marketing efforts with business objectives like it's second nature

This position is probably not a good fit at this time if you're:

- Looking to maximize short-term compensation and benefits
- Looking to chill
- Looking to be all strategy, no hands-on (or vice versa)
- Looking for BigCo training, perks, and pace
- Not excited by coaching and managing a small team