



**KANA** makes every customer experience a good experience. A global leader for customer experience solutions delivered on-premise or in the cloud, KANA Service Experience Management (SEM) lets organizations take complete control over customer service interactions, so they can take care of customers, while managing costs and reinforcing brand. By unifying and maintaining context for customer journeys across agent, web, social and mobile experiences, KANA solutions have reduced handling time, increased resolution rates and improved net promoter score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley, California and has offices worldwide.

If you are interested in starting a progressive and gratifying career with a company that is charting new territory and going through phenomenal growth then this is the place for you! You will have the opportunity to work hand-in-hand with the world's best-known brands and industry thought leaders to shape the future of customer experience management while enjoying a flexible, collaborative and a stimulating environment that will keep you engaged.

**Context:**

Do you want to join an organization regarded by Gartner and others as a leader in today's customer service markets? Have you proven and demonstrable success as a regional or corporate marketing professional? Are you looking for the next step in your career with a broader range of responsibility and associated budget? If you answered "yes" to these questions, then we have an exciting challenge for you!

**Job Title:** Senior Director, Head of Marketing Programs

**Location:** Sunnyvale, California

**Reference Number:** 110

**Responsible to:** Chief Marketing Officer

**Job Purpose:**

As part of our growing global team, you will have management responsibility for the complete range of worldwide demand generation and corporate marketing activities:

**Key Responsibilities:**

- Create global demand for KANA solutions in support of exceeding sales and service revenue goals through qualified opportunities and associated lead models.
- Worldwide ownership of discretionary marketing budget.
- Align marketing programs with KANA market and product strategy for both the commercial and public sectors.
- Define and own go-to-market campaigns alongside heads of product marketing.
- Own, structure and direct marketing mix for online, website, email, direct mail, social media, and events (including annual customer summits).
- Close, collaborative working relationship with heads of sales and sales operations.
- Corporate communications and creative marketing.
- Customer relationship management systems (marketing automation).
- Provide direction, support and development for direct reports around Company, departmental, and team goals.



- Maintain morale and set measurable goals and career development plans as applicable.

**Essential Requirements:**

- Self-motivated performance driven, entrepreneurial professional.
- Proven and current credentials in programs marketing.
- At least 5 years software industry experience.
- Knowledge of and competency in online/pull marketing including SEO/PPC/Social.
- Candidates should have managed a marketing programs budget and managed associated human resources before, either at a regional, field or corporate level.
- Ability to communicate effectively, both orally and in writing to C-level executives, customers / prospects, analysts / media, etc.
- Willing and able to spend up to 20% travelling, both domestically and internationally.
- Detailed knowledge of marketing key performance indicators and reporting metrics.
- Comprehensive knowledge of Microsoft Office.

**Desirable Requirements:**

- Experience with customer service, contact centre or CRM software companies.
- Knowledge of the domain including context, current trends and competitive dynamics.
- Knowledge of Pardot or similar marketing automation software, and NetSuite CRM.
- Graduate or Bachelor's degree in Business/Marketing/Communications or similar.

The Company will interview only those candidates who appear from the information provided to meet the essential and, if necessary, desirable criteria.

**Location:**

Ideally this position will be based in KANA's worldwide headquarters in Sunnyvale, California however we will consider applications from candidates situated elsewhere in the USA.

**Duration:** This is a full time, permanent position.