

## **Business Analyst @ Byos**

### **Company Overview**

Byos is a well-funded Startup Security firm based in Halifax, NS. We're building the next generation of edge microsegmentation security solutions. Working at Byos, you should have an interest and desire to learn more about security, networking, routers, software, and hardware. We offer an informal and dynamic workplace, involving plenty of collaborative learning, and are objective-driven.

### **Job Summary**

Byos is looking for a **Business Analyst** who can think outside of the box, enjoys working on a small team, and loves marketing and sales. This individual will be working on the Business Development team, supporting both sales and marketing initiatives, and at times, work independently to complete tasks and projects. We're looking for a person who is passionate about technology and working on a tight-knit team.

### **Responsibilities and Duties**

- Own and manage all digital acquisition channels, with the goal of pushing leads to book demos with our sales teams and provide strategic guidance on how top of funnel digital tactics can help achieve Sales and Marketing KPIs
- Work directly with the Director of Business Development to build market segmentation and sales enablement collateral
- Develop and execute personalized vertical-marketing campaigns; measure and analyze results, create dashboards, and generate key, data-driven insights to support the marketing team
- Execute multi-touchpoint, agile email marketing campaigns; actively A/B test digital strategies and tactics in order to optimize acquisition strategies; Set KPIs, and regularly report on results.
- Manage the website on a day-to-day basis, analyzing and reporting on traffic trends; manage all integrations within our digital ecosystem, including but not limited to: WordPress, HubSpot, Google Analytics
- Develop content, including writing blog posts, articles, media releases, communications materials, etc.
- Create digital marketing strategies (landing pages, social media, advertising, videos, blogs) and campaigns to support lead generation and brand awareness objectives
- Seek out and test new methods and channels in order to generate key results
- Maintain a thorough understanding of the Byos product, and learn about the network security industry

### **Qualifications and Skills**

- 1-3 years with marketing or sales experience. Bonus points for experience in a IT/technology company
- Excellent technical and commercial writing skills (gathering information, summarizing/reporting)
- Demonstrated ability to translate our Unique Selling Proposition into the production of engaging content (website, collateral, demo videos, etc.)
- Strong ability to segment and breakdown markets, and create messaging/positioning statements to effectively convey competitive advantages and differentiations
- Strong understanding of a buyer's journey at the top of funnel, and how the various aspects of a lead generation process through content creation drive awareness and ultimately down-funnel conversion
- Ability to collect, analyze and report extensive data findings to uncover potential marketing opportunities
- Knowledge of SEO best practices and optimization tactics
- Detail oriented with meticulous attention to quality assurance of all output.

- Knowledge of B2B digital acquisition channels and trends; proven track record of studying, nurturing and increasing B2B inbound traffic
- Experience with landing page optimization tactics, tools and tracking, and familiarity with UX design.
- Understanding of software business and digital marketing tools; basic HTML and CSS knowledge, Adobe Creative Suite experience a bonus, and Hubspot/WordPress/Google Analytics experience an asset
- Working independently and managing multiple initiatives to meet tight deadlines

### **Benefits and Perks**

- We are a remote-first company because we know people are more productive in their preferred environments, but we also have an office at Volta, Canada's East Coast Innovation Hub.
- We have a casual dress code and flexible working hours.
- Summer Hours - Nobody likes working on a Friday afternoon, but it's even worse when it's sunny outside. Employees get two Fridays off per month, from June through September.
- Full health benefits, including dental, vision, and \$25K life insurance.
- Salary Range - \$55,000 to \$65,000

### **Contact**

Feel free to reach out if you have any questions!

**Ryan Bunker** - Director of Business Development

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