

SENIOR MARKETING LEADERSHIP

# Marketing Director

Own the marketing function end to end at the category leader for AI-driven automation in county tax assessment.

## ABOUT TRUEROLL

TrueRoll defined the category of AI-driven automation for county tax assessment offices. The product handles document volumes manual workflows can't through a unified platform for full office operations. The business has compounded from product quality and customer advocacy – and the opportunity ahead is significantly larger than what we've captured.

**150+**

County clients across 10+ states

**6 yrs**

GovTech Top 100, consecutive

**3,000+**

US counties – most still on paper

**#1**

Word-of-mouth growth channel

REPORTS TO  
**CEO**

DIRECT REPORTS  
**Demand Gen Mgr + agencies, fractionals**

STAKEHOLDERS  
**Sales, Product, CSM Leadership**

TRAVEL  
**15–20%**

## About the Role

This role owns the marketing function end to end – strategy, team, execution. Customer-led marketing has been the engine of awareness and lead generation, ABM and outbound generate steady pipeline alongside it, and the HubSpot stack is in place to scale on. **The opportunity ahead is bigger than what we've built so far.**

The mandate is to grow the function into what that opportunity demands: a multi-engine demand machine that pairs ABM with content, partner, and PLG channels, and an authoritative industry voice that makes TrueRoll the obvious choice for a county evaluating modernization. **Senior leadership and hands-on work in equal measure – that balance is the job, not a phase to grow out of.**

The buyers are Chief Appraisers and County Administrators – skeptical, budget-conscious public servants who have seen every vendor pitch. Credibility and restraint outperform enthusiasm with this audience. The Marketing Director holds that line across everything we publish.

## What This Person Owns

Eight areas of responsibility defining the scope of the role

### ● Pipeline

Accountable for marketing-influenced pipeline targets sourced from conferences, campaigns, gated content, and webinars. Owns the reporting that ties marketing activity to revenue.

### ● Product Marketing

Owns value proposition, messaging, competitive differentiation, launch plans, and activities for the growing product portfolio.

### ● Conferences & Events

Owns conference strategy – which ones, what we do there, how we convert attention into pipeline. Runs pre-, during-, and post-event programs sales can run with.

### ● Content & Thought Leadership

Owns the content strategy on assessment office modernization. Works with CEO, product, sales, and clients to produce content buyers actually read.

### ● Positioning & Voice

Owns how TrueRoll sounds across the site, campaigns, events, and sales collateral. Holds the line on outcomes, value, and peer credibility.

### ● ABM Strategy & Execution

Partners with sales directors and CEO to identify target accounts, build account-specific plays, and run multi-channel programs into those accounts.

### ● Brand & Customer Marketing

Owns how TrueRoll shows up externally – website, GovTech recognition, visual identity, PR. Runs customer programs that turn happy clients into pipeline.

### ● Partner Marketing & Martech

Owns co-marketing with industry associations and tech partners. Owns HubSpot as source of truth and the reporting leadership uses to make decisions.

## What a Strong Candidate Looks Like

✔ **Built and scaled** a marketing function at a B2B or B2G company at a similar stage – turned early programs into repeatable engines.

✔ **Strategy on Monday, campaign on Tuesday** – sees that balance as the point, not a compromise.

✔ **Fluent in HubSpot** and comfortable owning the stack and the reporting it produces.

✔ **Full-stack marketing.** Strategy, writing, campaigns, analytics, vendors, event logistics.

✔ **Runs GTM cross-functionally** by default – sales, product, CSM, and CEO as the strategic thread.

✔ **Sold to skeptical buyers** – public sector, regulated industries, or procurement-driven B2B.

✔ **Writes well, edits better.** Holds a peer-to-peer voice and pushes back on vendor-speak.

★ **Bonus:** GovTech, document-heavy workflow categories, or county government familiarity. Comfortable using AI tools with judgment.

## Benefits



### Competitive Compensation

Based on experience level



### Remote Work Culture

Work from anywhere in the US



### Generous PTO

3 weeks, 4 weeks after year 2

**Make the work of the assessment community easier.**

TrueRoll is the AI-powered system of action for assessor offices.

**APPLY NOW**