

**JOB DESCRIPTION — PART-TIME SENIOR MARKETING LEAD****Title:** Senior Marketing Lead (Part-Time) — SAP Business Data Cloud (Datasphere & SAP Analytics Cloud)**Hours:** ~20–25 hours/week**Location:** Remote, U.S. mandatory | Austin, TX preferred**Reports to:** EVP Growth**About SimpleFi Solutions**

SimpleFi helps finance, analytics, and data teams modernize planning and analytics with the SAP Business Data Cloud—especially SAP Datasphere and SAP Analytics Cloud—backed by proven implementation expertise and industry use cases. SimpleFi is the business-driven alternative to IT-driven SIs and boutiques with almost 100% customer satisfaction achieved, being the go-to partner for SAP and our own partners in North America and beyond.

**The Opportunity**

We're seeking a seasoned, hands-on marketer who wants part-time flexibility while acting as a full member of a small, high-performing team. You will own our website, run a weekly webinar program, drive our social presence, and enable BD/sales—translating our SAP expertise into measurable pipeline.

**What You'll Do**

- Website Owner: SEO/CRO, content refreshes, landing pages, performance and accessibility.
- Webinar Producer (weekly): Topic curation, speaker wrangling, run-of-show, live moderation, on-demand packaging, and follow-up plays.
- Social Engine: Daily posts, executive amplification, short-form video, ecosystem engagement.
- Sales/BD Enablement: Campaign kits, assets, and ABM boosts mapped to target accounts and industries.
- Marketing Ops: GA4 dashboards, UTMs, CRM/MA hygiene, governance, brand adherence.
- Analytics & Reporting: Weekly KPI deck with insights and next actions.

**What You've Done**

- 8–12+ years in B2B software or services marketing with visible pipeline impact.
- Demonstrated SAP adjacency (Datasphere, SAC, SAP BTP, ECC/S4 transitions) or similar enterprise data/FP&A domains.
- Built and scaled webinars and content motions that convert.
- Strong writing + visual sense; able to brief SMEs and distill complex topics.
- Comfortable running the stack: CMS, GA4/GSC, webinar tools, CRM/automation, schedulers, Canva/Figma, basic video.

**Success Metrics**

- Organic traffic growth and landing-page CVR.
- Webinar registrations, attendance, MQL/SQL influence.
- Social engagement and audience growth.
- Influenced pipeline and opportunity velocity.
- On-time delivery of calendar and assets.

**Compensation**

- Competitive part-time hourly/retainer commensurate with experience.
- Performance incentives tied to agreed KPIs.

**How to Apply**

Send a brief note, 2–3 relevant work samples (landing pages, webinar assets, social threads or the like), your Resume, and a KPI summary from a recent role to [henner.schliebs@simplefisolutions.com](mailto:henner.schliebs@simplefisolutions.com) with subject "Senior Marketing Lead (Part-Time)".