

Customer Marketing Manager

Location: San Francisco, California

Team: Marketing

Workplace: On-site

Ivo is an AI-powered contract intelligence platform built for in-house legal teams. Our products – Ivo Review, Ivo Assistant, and Ivo Repository – help organizations transform the way they review, manage, and understand contracts. Ivo automates complex legal workflows, uncovers hidden risk patterns, and delivers insights in seconds.

We're growing rapidly and building a marketing organization that's as data-driven and operationally excellent as the technology we build.

The Role

We're looking for a Customer Marketing Manager to deepen relationships with our customers, drive product adoption, accelerate expansion, and turn satisfied users into active advocates.

Responsibilities

- Build enterprise expansion and renewal programs: Design campaigns and playbooks that improve renewals, identify expansion opportunities, and grow NRR across the enterprise.
- Drive usage and engagement: Launch targeted lifecycle campaigns that increase adoption of new features across Ivo's platform.
- Improve and scale customer onboarding: Enhance onboarding experiences, streamline communication touchpoints, and design repeatable campaigns that drive early adoption and long-term retention.
- Lead customer advocacy: Develop and scale Ivo's advocacy engine – from customer stories and review drives to referral programs and CAB initiatives.
- Run customer webinars and events: Plan and execute recurring webinars that highlight product best practices, customer wins, and upcoming launches.
- Collaborate cross-functionally: Partner closely with Demand Gen, Product, CS, and Content to align messaging, share insights, and amplify customer success.
- Measure and optimize: Reliably track and report on key adoption, engagement, and advocacy metrics.

Qualifications

- 3+ years of experience in B2B marketing, ideally across customer, content, or demand generation functions.
- Experience creating customer-facing content (case studies, reviews, videos, or webinars).
- Familiarity with marketing automation and CRM tools (Salesforce preferred; Hubspot a plus).
- A self-starter mindset with the ability to build programs from 0→1 and collaborate across teams.

What Success Looks Like

- Revenue impact: Clear relationships between customer marketing programs and renewal or expansion growth.
- Advocacy momentum: A consistent flow of authentic customer stories, testimonials, and reviews.
- Customer engagement: Measurable increases in usage, adoption, and satisfaction.
- Operational rigor: Repeatable playbooks and reporting frameworks that tie marketing to revenue outcomes.

Compensation and Benefits

- Competitive Compensation: The USD OTE range for this role is \$125,000 - \$145,000 (excluding equity). Final offer amounts are determined by multiple factors, including experience and expertise, and may vary from the amounts listed above.

- Relocation and Visa Support: We also offer relocation assistance for successful applicants moving to SF, as well as support for visa and green card applications where applicable.
- Medical benefits: Comprehensive medical, dental and vision plans to suit the needs of you and your family.
- Unlimited PTO: So you can take the time you need to recharge, stay healthy, and bring your best self to work.
- Office extras: Generous office space in Downtown San Francisco, with snacks, coffee and regular team building events and activities.

FAQ

- How far along are we? We launched in early access in 2023. Since then, we've had an incredible response from the market and are growing rapidly. We 6x'd in ARR in the last 12 months. Our clients include companies like Uber, Reddit, IBM, Canva, Pinterest, WordPress, and more. We're happy to share more details with candidates who go through our interview process.
- Is this a chill gig? Startups are very hard, especially if they're growing fast. You'll have a ton of responsibility, and there's always an enormous amount of stuff to do. It's hard work but the payoff is uncapped.
- Can I work remotely? We require candidates to work with us in-person 5 days a week in our San Francisco office.