

WORK VAPOR

Job Link: <https://workvapor.com/jobs/director-customer-marketing-232369/>

DIRECTOR, CUSTOMER MARKETING

HIRING ORGANIZATION

Coveo Solutions

EMPLOYMENT TYPE

Full-time

JOB LOCATION

? Remote work from: United States

DATE POSTED

? 09/12/2026

DESCRIPTION

Director, Customer Marketing

Company: Coveo Solutions

Location: Remote

Employment Type: Full-time

Contact Details

Email: HR@Coveo.com

Important: This email is provided for accommodation requests during the recruitment process.

About Coveo Solutions

Coveo Solutions provides AI-powered search and discovery solutions for enterprises.

The company is focused on helping customers improve digital experiences through AI. Customer success is an important part of its growth strategy.

About the Position

Coveo is looking for a Director, Customer Marketing to lead its customer marketing strategy.

The position will focus on customer engagement, product adoption, expansion, renewal, and customer advocacy.

The Director will work closely with the Chief Customer Officer and leaders across Account Management, Customer Success, Professional Services, Field Technical Engagement, and Marketing.

Key Responsibilities

- Own the customer marketing strategy across the customer lifecycle.
- Develop customer segmentation strategies.

- Build communication frameworks.
- Create customer engagement programs.
- Develop strategies that support adoption and expansion.
- Identify customer signals that should trigger outreach.
- Increase product awareness and education.
- Support use case expansion.
- Build executive customer programs.
- Develop advisory boards and roundtables.
- Support user groups and webinars.
- Create customer newsletters and other engagement programs.
- Build a stronger advocacy program.
- Develop voice of the customer initiatives.
- Turn customer interviews into useful insights.
- Use customer references and reviews to support business goals.
- Develop customer stories.
- Use customer feedback to influence product priorities.
- Support messaging and go-to-market planning.
- Own customer communications and content strategy.
- Create adoption guides and maturity programs.
- Prepare executive briefing materials.
- Support product release communications.
- Coordinate customer marketing across Coveo.
- Work with Product Marketing.
- Work with Campaigns and Field Marketing.
- Coordinate with customer-facing teams.
- Lead the team responsible for customer marketing execution.

Required Qualifications

- Experience leading B2B customer marketing.
- Experience in lifecycle or retention marketing.
- Enterprise software or SaaS experience.
- Experience supporting customer adoption.
- Experience supporting renewals and expansion.
- Experience building customer advocacy programs.
- Experience developing voice of the customer programs.
- Experience turning customer feedback into actionable insights.
- Strong understanding of customer health programs.
- Experience with customer engagement strategies.
- Strong cross-functional leadership skills.
- Ability to influence senior stakeholders.
- Strong strategic thinking.
- Ability to translate customer insights into clear priorities.
- Ability to mobilize marketing and customer-facing teams.

Preferred Qualifications

- Experience building a customer marketing function from an early stage.
- Experience creating structure where customer marketing processes are still developing.
- Experience combining customer satisfaction data with adoption and renewal signals.
- Experience helping account teams improve customer engagement.

- Experience coaching executives for customer meetings.
- Comfortable testing and improving marketing programs quickly.
- Ability to launch programs without waiting for perfect conditions.

Work Environment

- Remote position.
- Cross-functional leadership role.
- Enterprise software environment.
- Customer-focused marketing function.
- Collaboration with senior business leaders and customer-facing teams.

Equal Opportunity

Coveo encourages qualified candidates from diverse backgrounds to apply.

The company is committed to accessible employment practices. Recruitment technology may be used as part of the hiring process.

Accommodation Contact

For accommodation due to a disability during the recruitment process, contact:

HR@Coveo.com

This email is for accommodation requests and is not provided as a resume submission address.

How to Apply

Candidates should submit their application through Coveo's official hiring process.

Company Contact Information

Coveo Solutions

Work Type: Remote

Employment Type: Full-time

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