**Job Title: Head of Marketing**

**Location**: [Company HQ or Remote/Hybrid]
**Reports To**: CEO or Chief Revenue Officer
**Type**: Full-time

**About the Role**

We are seeking a visionary and results-driven **Head of Marketing** to lead our marketing efforts and scale our brand to new heights. As the Head of Marketing, you will own the entire marketing strategy—from brand building and demand generation to product marketing and communications. You will play a key role in driving revenue growth, customer engagement, and brand recognition through creative, data-driven marketing initiatives. This is a unique opportunity for a seasoned leader who is passionate about innovation, thrives in a fast-paced environment, and can lead a high-performing team to achieve extraordinary results.

**Key Responsibilities**

**Marketing Strategy & Execution**

* Develop and execute a comprehensive, full-funnel marketing strategy across all channels (brand, digital, social, email, content, events, PR) to drive demand generation, customer acquisition, and engagement.
* Own the Go-To-Market (GTM) strategy for product launches and platform enhancements, ensuring cohesive messaging and alignment with business goals.
* Build and optimize inbound marketing channels including SEO, PPC, social, and email marketing to drive pipeline and revenue growth.
* Manage the marketing P&L, optimizing budgets to ensure maximum ROI across all marketing initiatives.

**Team Leadership & Development**

* Lead, mentor, and develop a high-performing marketing team across various functions (demand generation, content, design, digital, brand).
* Foster a collaborative, creative, and data-driven culture within the marketing team, empowering individuals to thrive and grow in their roles.
* Manage external resources such as agencies, freelancers, and contractors to scale efforts effectively.

**Product & Brand Marketing**

* Define and evolve product messaging, positioning, and value propositions that resonate with key customer segments.
* Collaborate with the product team to align marketing efforts with product roadmaps and ensure successful product launches.
* Elevate the company’s brand presence across all touchpoints, ensuring consistent messaging and visual identity.
* Drive thought leadership through content marketing, events, webinars, and partnerships to position the company as a market leader.

**Demand Generation & Pipeline Growth**

* Drive demand generation strategies to create a strong pipeline of qualified leads across all regions and segments (SMB, Enterprise, etc.).
* Collaborate closely with the sales team to ensure marketing and sales alignment, focusing on account-based marketing (ABM) and sales enablement.
* Build and optimize digital marketing campaigns using data-driven insights, continuously A/B testing and refining strategies for better performance.

**Data & Analytics**

* Leverage marketing analytics tools (e.g., Google Analytics, HubSpot, Mixpanel) to track performance, assess marketing effectiveness, and identify opportunities for optimization.
* Develop and maintain KPIs to measure the success of marketing initiatives, using insights to adjust tactics and drive continuous improvement.
* Conduct market research and competitive analysis to inform strategy, product positioning, and growth opportunities.

**Cross-functional Collaboration**

* Partner with sales, product, customer success, and executive leadership to align marketing initiatives with business objectives.
* Collaborate on sales enablement programs to equip sales teams with the content, tools, and insights needed to close deals more effectively.
* Lead cross-functional teams to drive integrated campaigns, product launches, and event marketing.

**Communications & PR**

* Develop and execute a PR strategy to enhance brand visibility and thought leadership.
* Cultivate relationships with media outlets, influencers, and analysts to amplify the company’s voice in the market.
* Manage all external communications, including press releases, interviews, and speaking engagements.

**Qualifications**

* **10+ years** of experience in marketing leadership roles, ideally within high-growth environments or tech/SaaS industries.
* **5+ years** leading a B2B marketing team, including demand generation, content marketing, and product marketing.
* Proven success in driving **revenue growth** and scaling marketing efforts through strategic demand generation and customer engagement initiatives.
* Strong experience with **data-driven decision-making**, marketing analytics, and performance optimization.
* Hands-on experience managing **full-funnel marketing campaigns** across various channels (digital, social, paid media, events, PR).
* Expertise in **ABM, CRM tools** (HubSpot, Salesforce), and marketing automation platforms.
* Excellent leadership and team-building skills with a **collaborative and creative** mindset.
* Strong communication skills with the ability to articulate complex ideas clearly and persuasively.
* **Bachelor’s degree** in Marketing, Business, or a related field. **MBA preferred.**

**Preferred Qualifications**

* Experience in **AI, data science, or SaaS** environments is a plus.
* Familiarity with **product-led growth** and **self-serve SaaS models**.
* **Startup experience**, with a proven track record of building and scaling marketing functions from the ground up.
* Ability to thrive in **ambiguous and fast-paced environments** with a “test and learn” mindset.

**Why Join Us?**

* Opportunity to lead a dynamic marketing team and make a significant impact on the company’s growth trajectory.
* Work closely with the **CEO and leadership team** in shaping the future of the company.
* **Creative freedom** to innovate and experiment with new marketing ideas and channels.
* Competitive salary with **equity options** and other benefits.