



Director of Marketing

About BindHQ

BindHQ is high-growth insurtech startup with a vision to streamline the experience of insurance distribution through smarter software. We're a leading agency management platform providing the core underlying data architecture for MGAs, MGUs and Wholesalers in the specialty insurance sector. It's a niche sector but a growing one. And we're a disruptive actor in a landscape of complacent incumbent operators.

Our team is fully distributed with key team members spread across multiple time-zones in the United States and Europe. All our team over-index on resourcefulness and initiative - for any position at BindHQ it's a pre-requisite that you are entirely comfortable being self-sufficient. That means that you have a proven track record of being a go-getter, someone who knows how to leverage internal and external resources to help execute on the strategy you develop.

To further propel us on our current trajectory, we're looking for a rock star all-purpose marketer - someone interested in helping ideate, manage, direct and implement marketing strategy for a rapidly growing and disruptive SaaS business. The subject matter may be insurance, but the real opportunity goes far beyond selling software to brokers - it's about taking ownership of a core business function of a rocket ship. Taking this role is tantamount to supercharging your own career trajectory.

Your role will be diverse, and include all core tenets of b2b marketing (some of which via your team members): brand, content and thought leadership, product marketing, PR and media, events and conferences, and even digital ad targeting.

It goes without saying that the right candidate is smart, exudes intellectual curiosity, and is an anthropologist, keen to share best practice with the wider team from what you've learnt reviewing all the best performing businesses and brands. You will be empowered to experiment, test and learn - and you will be accountable for - and incentivized by our growth.

We don't expect this job description to appeal to 95% of the viewers. Are you one of the 5%?

Responsibilities

- Product marketing: engagement and training of our users (both insurance product, risk insights tools and technology platform)
- Direct communication to our communities of clients and brokers
- All market facing content and thought leadership; PR and media, collateral, website, blogs, social media
- Analytics to identify needs, and measure success
- Lead initiatives from start to finish - think strategically and execute tactically

Attributes and Qualifications

- Sharp, curious and hungry
- Clear, concise communicator
- Team player - you make everyone else on the team better and you don't let your ego get in the way
- Strong bias to action - but you know how to balance between when to push harder, and when to look for alternative approaches
- Highly effective at building collaborative relationships across teams
- Strong written & verbal communicator
- Background in marketing or management consulting is a plus

What you'll get

- Competitive salary, option package and benefits package
- Hands on experience building and leading a marketing function in a fast growing company
- You will never lack for challenge, in multiple domains of marketing
- Passionate, smart, and fun people to work with

Apply by emailing your resume and, more importantly, a cover letter to jobs@bindhq.com