

Marketing Director

This example job spec was compiled using the key marketing responsibilities and skills we most often see requested or listed on the Juggle platform.

In our experience the general requirements of the role are transferable across different sectors and company sizes (and therefore the type of advert that attracts high-quality professionals is broadly the same), but we do recommend that you personalise with your specific business needs. Most importantly, try to tailor the description to represent the culture and values of your business.

Marketing Director Job Description

- Schedule (part-time/full-time with flex etc)
- Salary
- Length of contract if necessary
- Location, city

We are searching for a hands on Marketing Director to join a [type and rough size of your business] in [London]. Reporting to the CEO, the Marketing Director will be responsible for managing and hiring a team, defining performance metrics, our overall content strategy, establishing a marketing operations function and ultimately delivering high quality leads and pipeline.

Responsibilities

- Define a global marketing strategy and B2B marketing funnel encompassing lead generation, communications and content, brand positioning and marketing operations
- Hire and manage a high-performing marketing team
- Communicate the core product attributes and value to our audience ensuring a consistent and compelling message
- Be the champion of our brand voice
- Continuously strive to deeply understand the overall customer journey
- Research and audit the competitor landscape regularly to help inform product and brand positioning
- Establish a process for reporting across the full marketing funnel and communicating key metrics to stakeholders
- Be a key liaison between operations, customer experience, design, and marketing providing feedback across the entire organisation
- Participate in briefings, creative brainstorming and strategy development with internal teams and agency partners
- Assist in the ongoing management and allocation of the marketing budget
- Work as part of an integrated marketing team to ensure continuity of brand story across channels (PR, Social Media, Customer Service)

Background and Skills

- Previous experience as a Marketing Director or Head of Marketing (5+ years)
- Prior experience of defining a marketing strategy for a world-class organisation
- Tech savvy: HubSpot, Salesforce, Wordpress, Google Analytics
- Experience with storytelling and writing copy
- Ability to work cross-functionally with multiple teams and stakeholders
- Comfortable with data and analytics. Proficiency in Excel is a plus
- A responsible, compassionate leader.

