

15 Nov 2023

Head of Marketing

Job Advert — Deadline for Applications: 30th November 2023

NB - before you read on! This job will be based out of our fantastic Gateshead office 2-3 days a week. Read on if you are still in a position to find out more...

Salary & Benefits

- **£50-60k basic depending on experience**
- **Newcastle/Gateshead-based SaaS Start-up**
- **Full time, permanent**
- **Flexible working (core hours: 10am to 4pm)**
- **Hybrid (2-3 days/week from home)**

TL;DR

Ambitious, friendly, fast-learning startup seeks passionate leader with meaningful experience managing high-performance marketing teams or of senior marketing roles in the B2B/SaaS space.

Having achieved amazing product-market-fit—retention rates are up to 99% this year—we are currently preparing to take on new investment (a Series A funding round is targeted for Q1 2024) and to scale.

The sales and marketing teams have successfully tested demand gen as a way to reliably generate leads and we now require an experienced, analytical and driven marketing expert to recruit, mentor and develop an outstanding marketing team. We need you to take our early experiments to the next level—successful demand and lead gen at scale across multiple customer verticals to supercharge our growth.

T: +44 (0)191 300 9444

E: hello@wordnerds.ai

W: www.wordnerds.ai

M: [Google Maps](#)



About Wordnerds — Sick of the Same Old Corporate Humdrum?

Wordnerds is a customer feedback analysis tool that helps large organisations *genuinely* understand customers by analysing their millions of survey results, reviews, social posts, emails, webchats, CRM-entries and call centre transcripts.

We're an independent, venture-backed start-up working at the intersection of very new Artificial Intelligence (the same Natural Language Processing techniques that power ChatGPT) and oldskool corpus linguistics (the study of the structure of language) to produce an exciting, disruptive, different Software-as-a-Service platform.

There is no blueprint for what we're trying to do; no rule book. Literally no other human has tried to do exactly what we're doing. Since raising seed investment in June 2019,

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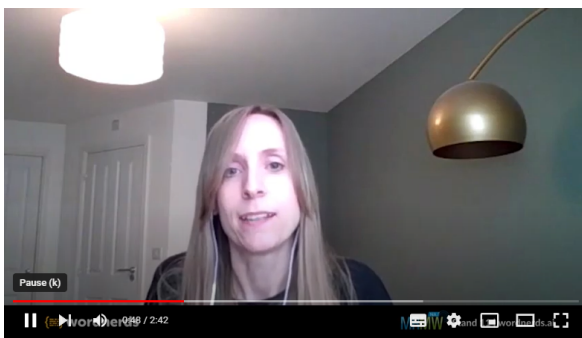
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Wordnerds' start-up journey has been one of constant learning: we've experimented, we've iterated, we've measured. Again and again. Now, as we target a Series A funding round in Q1 2024, we need new people with the skills and experience required to build out our teams and scale-up the delivery of our market-leading software.

If you love the opportunity to learn, the freedom to share and act on those learnings, if you want to be part of a different, dynamic and exciting start-up story, this might well be the perfect environment for you.



We think we've got something special going at Wordnerds, both in terms of the people we work with and the tech we build. But don't take our word for it, [here's a 3-minute video from the insights team at Sainsbury's, outlining why they choose to work with us over other customer feedback platforms.](#)

Working at Wordnerds



Lush people, a seriously amazing product and the enthusiasm and knowledge to take on the world. You can genuinely make a difference here. Not all nerds are created equal, but this lot: the salt of the wordy earth.”

Laurna, Operations Manager

About the Head of Marketing Role

As Head of Marketing you will take the lead on all our marketing efforts, responsible for driving leads through a multi-channel demand generation strategy. You will recruit, mentor, develop and lead a team of talented marketers and collaborate closely with cross-functional teams to execute campaigns and initiatives that target our core verticals—retail, housing associations, and transport companies.

Working alongside the Account Management team—who are responsible for outreaching warm leads, closing new sales and ongoing commercial negotiations—you will be tasked with, and targeted on, turning unknown prospects into trackable and contactable leads, scoring them as they move from general educational content to displaying signals of being in the market to buy a solution like ours.

In addition to your work with customers, as part of the Wordnerds Leadership Team, working alongside the founders and heads of the other departments, you are responsible for strategic and operational decisions about the running and future of the business itself as it transitions from start-up to scale-up now that we have product-market fit.

Working at Wordnerds



The best thing about Wordnerds is being a part of a small and motivated team, and having loads of opportunities to expand your skill set. In the two years I've been at Wordnerds, I have written insights reports, organised events (Taskmaster was my proudest), run email campaigns (Christmas pixel wars), and loads more. All of these experiences allowed me to grow personally and professionally, and really helped me to understand what I enjoy and what I am great at.”

Alex, Customer Success Manager

Responsibilities

You will own all aspects of the Marketing process, including:

- Developing the marketing strategy and forward planning of the team's efforts
- Developing domain expertise in customer feedback management and utilising the latest marketing theories and practices
- Maintaining and effectively utilising lead and customer data in Hubspot
- Analysis and reporting
- Overseeing an ambitious content creation programme
- Campaign execution
- Event strategy and execution
- Recruitment, leadership and management of the growing marketing team
- Budget management

As a member of the inter-departmental leadership group you will also:

- Bring the perspective of the market—both prospects and competitors—into the Wordnerds office
- Feed into Product Design, Customer Success and Account Management
- Help plan and deliver our quarterly strategy days
- Help manage, measure and execute the projects arising from our strategy days
- Create and grow a harmonious, positive and productive working environment

Outcomes

In addition to metrics you yourself will want to track, you will be measured by:

- Delivering marketing qualified leads to the warm outreach specialists in our Account Management team
- Ensuring the leads match our ideal customer profile and are a good fit in terms of market readiness
- Leveraging our CRM, developing stay-in-touch strategies nurturing people who aren't yet ready to buy until such a time as they are

You will also be tasked with building a culture of **Innovation** and **Efficiency**.

Skills

- Empathy, communication and interpersonal skills
- Robust analytical skills and a committed data-driven approach to marketing
- A solutions focus, resilience and adaptability
- Recruitment, coaching and performance management
- Ability to assimilate and explain technical knowledge
- A continuous learning mindset, curiosity about new ideas and techniques
- Strategic thinking
- Organisation, time and project management, prioritisation

For a greatly expanded version of the skills and experience profile we're looking for please see the detailed [Job Description](#) for the role.

Working at Wordnerds



Wordnerds is such an exciting place to work in a time when AI is really having a moment. With the company, I've been fortunate enough to develop my skills in management with Happy Training, sales with SaaS Academy, and have a much deeper understanding of the AI landscape. I've honed my skills in pitching, presentations and Rev Ops systems, and travelled to events across the US and Europe.

The business practices open book management, which provides a level of transparency I've never experienced before. It means we understand exactly where we are, how we're performing and what's needed to be successful here.”

Helen, Head of Account Management

Culture and Working

In our mission to make words actionable we take our work seriously, ourselves... less so.

We champion the understanding of language and strive to train computers to understand humans expressing themselves in all our informal, colloquial and sarcastic glory.

We look after each other. We try to have some fun.

We're very proud to be part of the Northeast England tech scene. At the same time we're outward-looking, ambitious and trying to make a dent on the world stage.

Our values:

- **Learn, experiment, change**—if there's one thing we can promise it's that what we're doing in a year will look very different
- **Own your impact**—if what you're doing isn't helping the team progress, do something about it
- **Sevens kill startups**—everyone has off days, but we strive for a minimum standard in everything we do
- **Make a connection**—be open, interested, friendly, welcoming. Every interaction with a Wordnerd should stand out
- **Challenge because you care**—we're moving fast and none of us are perfect. We all benefit from direct, kind feedback

Other Benefits

As well as the salary and benefits listed at the top of this advert, you can expect:

- 25 days holiday plus bank holidays and an extra day for every two years you work with us up to a maximum of 30 days
- Parental leave and support
- Modern, light, dog-friendly office in Proto on the Newcastle-Gateshead quayside
- Training & development budget
- Mental health budget

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- Social budget
- Annual strategy away-days
- Work laptop and home-office equipment if needed

Diversity & Inclusion

We value and encourage diversity in our team and are committed to building a workforce that is representative of our community and customers. We therefore welcome applications from all genders, backgrounds, stages of life and neural profiles.

As an employer, we are particularly mindful of our obligations under the Equality Act 2010 and are delighted to make any adjustments necessary to allow full participation in our recruitment process. Please make us aware of any requirements you have so that we might allow you to present yourself at your best.

How to Apply

Please send your current CV to careers@wordnerds.ai along with a short introductory video, explaining why the role appeals to you and what qualities you might bring to the team at Wordnerds. We're not after Hollywood production standards—a phone video is absolutely fine—and two minutes is more than enough. Thanks for your interest. 😊

Information for Recruitment Consultants

In the first instance, we're not looking for help from recruitment agencies or consultants in recruiting for this role. Please feel free to follow the [Wordnerds LinkedIn page](#), if we do need help subsequently, that's where we'll ask.

No other correspondence will be entered into. We're sorry, but the volume of inbound recruitment consultants we get means we just can't process and reply to them and they are immediately deleted.