

# Head of Marketing

## *Job Description*

### Your Success at Wordnerds

This document outlines all of the responsibilities, duties, skills and qualifications we think are important to successfully carry out your role. As a start-up, we've learned that a job description can be something of a moving target, so take this as a starting point: approach it with an open mind and don't be afraid to suggest changes yourself, either now or in the future.

As important as the responsibilities, skills and capabilities we'll need you to display, then, are the feedback, coaching, performance management and career progression processes you will participate in as a Wordnerd.

We strive to create a culture that is clear about what we need from you and how you're doing. At the same time, we want to be equally transparent about what you can expect from us, to set you up for success at Wordnerds and beyond.

### Role overview

As Head of Marketing at Wordnerds, you will take the lead on all our marketing efforts, responsible for driving demand generation through various channels. 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.

## Performance

### Skills & Capabilities

- Strategy and forward planning:
  - Devise and refine multi-channel demand and lead gen campaigns in support of business objectives, tailored to Wordnerds' target verticals.
  - Create, maintain and share a content and events calendar to ensure visibility of upcoming activities and appropriate planning and execution of work.
- Domain and industry expertise:
  - Gain a rapid understanding of product capabilities, target markets, customer pain points, and Wordnerds' competitive landscape.
  - Stay up-to-date with the latest marketing industry theory and practice through a combination of formal and informal learning—all Wordnerds have an assigned training budget and we welcome applications for professional development.
- Maintain and effectively utilise customer data:
  - Ensure Hubspot is kept up to date, amending individual contact and deal records where necessary and ensuring all fields required for reporting and automation are completed.
  - Implement automated lead nurturing programmes to engage and educate prospects.
  - Score prospects based on differentiated content consumption.
- Analysis and reporting:
  - Utilise market research, industry trends and customer insights to inform, refine and optimise strategies.
  - Create and test hypotheses by monitoring and analysing customer feedback and existing marketing performance metrics.
  - Establish key performance indicators (KPIs) and share clear, concise and salient reports to the Marketing, Sales and executive team, highlighting successes and areas for improvement.
  - Use these data-driven insights to refine strategies and improve campaign performance over time.

- Content creation:
  - Take overall responsibility for the creation of engaging and informative marketing collateral including but not limited to website landing pages, educational videos, emails, blog posts, webinars, podcasts, case studies and other assets required for effective demand generation.
  - Ensure content is aligned with target audience needs and industry-specific pain points and stage of the buying journey.
  - Create and edit simple static design layouts (eg. social ad template, marketing email header graphic) and video content (eg. webinar) using the Adobe Creative Suite (or similar)
- Campaign Execution:
  - Plan and execute multi-channel marketing campaigns
  - Attract and nurture prospects through the marketing funnel
  - Generate leads in the form of discovery meetings for our Account Management team
  - Coordinate with the sales team to ensure seamless lead handoff and follow-up processes.
- Events:
  - In collaboration with the sales team, research, book and attend events in support of demand generation efforts.
  - Liaise with Ops and Finance to arrange logistics, including transport, accommodation, event passes, artwork and any other specific requirements as set out by the event organisers.
- Recruitment, Leadership and Management:
  - Plan and execute the recruitment of new marketing hires in line with agreed salary structures and budgets.
  - Lead and mentor a team of marketing professionals, providing guidance, feedback, and professional development opportunities.
  - Undertake quarterly performance management reviews with your team.
  - Foster a collaborative and innovative work environment.

- Budget Management:
  - Manage and allocate budgets effectively to maximize ROI on marketing initiatives.
  - Monitor expenses and optimise resource allocation based on performance data.

## Metrics & Targets

- Lead Targets:
  - Hit agreed targets for lead generation, within appropriate and agreed cost per acquisition levels

## Teamwork

- Inter-team:
  - The team works well to collaborate, ideate and problem solve with each other.
  - There are clear systems and processes in place and they are followed and monitored.
  - Targets and business decisions are clearly articulated, discussed and fed back on.
  - Give and receive clear, honest and kind feedback to other members of the team.
- Intra-team:
  - Collaborate closely with sales, product, and customer success teams to align marketing efforts with business objectives.
  - Provide market feedback to product teams to drive product development and enhancements.
  - Ideate and problem solve with other departments.
  - Support and consult other teams appropriately.
  - You and your team contribute to a positive and harmonious work environment
  - Give and receive clear, honest and kind feedback to members of other teams, including the leadership team and directors.

## Innovation

Innovation is the process of implementing new ideas into Wordnerds so that we constantly improve our ways of working. There are two main types of innovation we need you to deliver:

- Incremental innovation:
  - Gradual fine tuning of established systems and processes that layer to achieve greatly more productive work over a long-term view
- Radical innovation:
  - Step-change ideas that completely reimagine or replace existing methodologies, ways of working and approaches

You should develop a consistent process that allows you and your team to:

- Discover and assess new ideas:
  - From frameworks and methodologies to technological advancements, what are the tools, tips and techniques you can harness to achieve the innovation we are looking for?
- Test ideas efficiently:
  - Not all innovations are positive. Some have unintended consequences you can't possibly know about at first sight. In this role we expect you to use agile principles to set and share expectations about what specifically we're trying to improve (and why!)
  - Gather data quickly to test hypotheses in short feedback cycles
  - Iterate on our learnings
  - Approve or reject new ideas, based on the data and feedback

## Efficiency

Time is the most scarce resource we have. A hugely important part of your role is to design and implement systems and processes that make the best use of our limited time.

- Eliminate unnecessary work:
  - Implement one-to-many opportunities where appropriate
  - Automate boring, manual or low-value processes that take up time

- Make meetings more productive
- Help others do the same:
  - Whether it's marketing execs and managers in your team or people in other parts of the business, you should always be vigilant in spotting opportunities to help other Wordnerds reduce unnecessary work
- Own your impact:
  - Ensure that the work you and your team are doing is moving the needle on the leading and lagging metrics and business focuses we care about

## Qualifications:

- Required:
  - 5 years' plus marketing experience.
  - Demonstrated success in demand generation, including content marketing.
  - Strong leadership and team management skills, with a track record of developing high-performing teams.
  - Proficient in marketing analytics and reporting tools.
  - Excellent communication and interpersonal skills.
  - Ability to work in a fast-paced, rapidly changing startup environment.
- Advantageous:
  - Proven experience in B2B SaaS marketing, ideally within the retail, housing associations, or transport industries.
  - Evidence of role in production of webinars, podcasts, and educational content
  - Experience using Hubspot to a high standard