

BCC/FUTURESOURCE JOB DESCRIPTION

Head of Marketing

REPORTING INTO:

CEO

OFFICE:

London/US

LOCATION:

London/US

We provide market research to businesses around the world, aiding empowered, confident decision-making. Our expertise spans the diverse technology ecosystem through to the life sciences and is delivered through powerful datasets, specialist intelligence reports, ongoing personal debriefs and bespoke consumer and end-user research. We have over 80 years of combined experience, as a result of the unification between Futuresource Consulting and BCC Research, two leading research firms. Both have a unique set of capabilities and a rich history of driving tangible progress in businesses, academia and markets.

Expected Salary Range: £105k - £125k (or equivalent in local currencies) – Non-Commission – Bonus (based on company and individual performance)

Head of Marketing

The Head of Marketing will be responsible for developing and executing the BCC/Futuresource marketing strategy, overseeing the marketing budget, and leading the marketing teams Globally. The Head of Marketing will work closely with the Heads of; Sales, Research, Consulting, and Customer Success teams to ensure that the company's brand, value proposition, and customer experience are aligned and communicated effectively across all channels.

They will also work closely with the Transformation Team in developing ongoing innovation in products, services and consulting. This will include the monetisation of any and all existing and historic content through innovative use of streaming, video, webinars and other electronic media.

They will monitor and analyse performance of the marketing campaigns and initiatives, and report on the return on investment (ROI) and key metrics. The Head of Marketing will manage, guide and mentor the Product Marketing and Value-Based Marketing leads to deliver the appropriate outcomes in pursuit of the company's goals.

Job Responsibilities Overview

- Develop and implement the company's overall marketing strategy and plan, including the objectives, tactics, strategy, budget, timeline, and KPIs

- Develop unique and bespoke marketing plans in partnership with the Product Marketing and Value-Added Marketing that are tailored to each service line with knowledge of individual marketplaces, genre, and available resources
- Manage and optimise the marketing mix, including the online and offline channels, such as website, social media, email, content, SEO, SEM, PR, events, webinars, podcasts, etc.
- Lead and mentor the marketing teams, and ensure that they have the skills, resources, and support to deliver high-quality work and achieve company goals
- Collaborate with the sales, research, consulting and customer success teams to understand the customer needs, preferences, and feedback, and to align the marketing activities with sales, and the product and value added services roadmaps
- Build and maintain a strong and consistent brand identity and voice across all marketing channels and touchpoints and ensure that the company's value proposition and competitive advantages are clearly articulated and differentiated
- Ensure the creation and maintenance of a continuous feedback-loop from customers to assist in the formulation, creation, planning and execution of innovation across product, consultancy and services service lines
- Conduct market research and competitor analysis, and identify the market trends, opportunities, and challenges
- Measure and report on the effectiveness and ROI of the marketing campaigns and initiatives and use data and insights to optimise and improve the marketing performance and outcomes
- Stay updated on the latest marketing best practices, tools, and technologies, and experiment with new and innovative ways to reach and engage the target audience
- Coordinate marketing activities around product/service releases and industry events to maximize exposure and profile in line with themed campaigns appropriate to the events.

Required Experience and Qualifications

- 10+ years' experience as a generalist marketer, preferably in a B2B, SaaS or research associated field
- Bachelor's in business with MBA's preferred, marketing, communications, technical, or relevant field of study
- Strong leadership and management skills, with the ability to motivate, inspire, and develop a high-performing marketing team.
- Excellent communication and presentation skills, both written and verbal, with the ability to craft a value proposition, and deliver compelling and persuasive messages.
- Expertise in growth/performance marketing with ability to adeptly navigate technical tools (e.g. AdWords, HubSpot, Pardot, Salesforce) as a player-coach for the team.
- Successful track record of building and optimising multi-channel marketing strategies to drive revenue growth and brand awareness for a fast-growing product/service.
- Comfort with ambiguity and hypothesis-driven bias for action to try and fail fast until we succeed
- Significant experience in stakeholder management as well as working with contractors/external agencies and internal shared resources.
- Excitement for the opportunity to serve and help growing businesses gain the access and support they need to thrive.

The deadline for completed applications is: Friday, 12th April, 2024.