

Chief Marketing Officer

Job Description Template

About the Chief Marketing Officer

As a member of our Executive Leadership team, you will be responsible for developing and launching innovative go-to-market strategies, while leading and developing a high-performing brand and growth marketing team.

We're looking for a visionary, entrepreneurial-minded individual with a deep understanding of marketing trends and technologies to support the growth of our organization by improving brand awareness and driving thought leadership in our industry. This role requires you to be a data-driven, customer advocate who recognizes that the best way to drive growth is by identifying key points of engagement throughout the customer journey that allow you to build an intentional, organized strategy to reach the right audience and deliver on the right value.

Responsibilities

- Design, build, lead, nurture, and motivate the marketing team—spurring new campaigns that help attract and retain more customers at every stage of the customer lifecycle
- Translate demand generation strategies into tactical action items for your team to execute on
- Drive and push the limits of creativity in the organization, ensuring the team continually challenges what we do to amplify our brand and embark on progressive, innovative marketing campaigns and initiatives
- Establish strong alignment with Product and Sales to plan and execute demand generation initiatives and increase customer conversions
- Understand the authenticity and integrity of our brand and communicate that to employees, investors, partners, customers, prospects, and the media
- Develop and maintain media relationships and partnerships to create a positive external and internal brand image and brand equity
- Develop and set goals, OKRs, and KPIs for all demand generation and marketing channels including SEO, PPC, email, and social media
- Regularly measure the performance of all marketing campaigns against your goals, and optimize tactics as needed to stay on track
- Work closely with Product, Sales, and Customer Success to identify customer touchpoint insights to formulate clear personas and the opportunities/nuances to effectively target them based on their challenges and needs
- Develop subject-matter expertise on customer wants and needs to create personalized, tailored interactions that lead to higher conversion
- Oversee the company's use of analytics and data to understand customer preferences and patterns and how that insight can drive revenue and reduce customer churn
- Develop, manage, and oversee department budgets
- Prepare and deliver monthly, quarterly, and annual reports for Executive Leadership and board members
- Ability to prioritize and meet tight deadlines, while working on and managing multiple simultaneous projects

Requirements

- Bachelor's degree or MBA in marketing, business, communications or an equivalent degree
- 10+ years experience building and scaling a marketing team through various stages of growth
- 10+ years experience in planning, managing, and executing multi-channel, multi-segment marketing campaigns
- 5+ years leadership experience driving innovation and scale across a rapidly growing company; venture/private equity-backed experience is preferred
- Expert knowledge of interactive and integrated marketing with emphasis on digital marketing, customer engagement, marketing research and data analysis, direct marketing, and Customer Relationship Management (CRM) strategies
- Proven ability to establish efficient process management processes in a hyper-growth company with a focus on execution, quality, and extreme attention to detail