Job Title: Head of Marketing

Location: UK

Salary: Competitive, dependent on experience

Job Type: Full-time

Job Description:

We are seeking a dynamic and experienced Head of Marketing to lead our marketing team in the UK. As Head of Marketing, you will be responsible for developing and executing marketing strategies that drive brand awareness, lead generation, and revenue growth. You will work closely with the senior leadership team to ensure that our marketing initiatives are aligned with our company's goals and objectives.

Responsibilities:

* Develop and execute marketing strategies that drive brand awareness, lead generation, and revenue growth
* Manage and mentor a team of marketing professionals
* Collaborate with other teams to ensure that our marketing initiatives are aligned with our company's goals and objectives
* Conduct market research and stay up-to-date with industry trends and best practices
* Develop and implement content marketing, social media, email marketing, and advertising campaigns
* Oversee the creation of marketing collateral, such as whitepapers, case studies, and videos
* Analyze and report on marketing performance and make recommendations for future initiatives
* Manage the marketing budget and ensure that resources are allocated effectively

Requirements:

* Proven experience as a Head of Marketing or similar role
* Excellent communication and interpersonal skills
* Strong analytical and problem-solving skills
* Ability to work independently and as part of a team
* Experience using marketing tools and platforms, including marketing automation, Google Analytics, and social media advertising platforms
* Experience managing a team of marketing professionals
* Bachelor's degree in Marketing, Business Administration, or a related field
* Experience in the technology industry is preferred

If you are a results-driven individual with a passion for marketing and have the required experience and skills, we would love to hear from you. Please send your CV and cover letter to us for consideration.

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