



BULLET PROOF

RECRUITMENT VACANCY

HEAD OF MARKETING

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KEY FACTS

LOCATION	Stevenage, Herts (UK)
CONTRACT	Full time (37.5 hours per week)
SALARY	£ Competitive
CONTACT	people@bulletproof.co.uk

OVERVIEW

Bulletproof, a rapidly growing technology focussed cyber security company, is looking for an experienced Head of Marketing who can demonstrate previous success of leading the marketing strategy for a fast-growth global SaaS company. You will be responsible for the delivery of international marketing plans across key geographies to drive priority growth initiatives and increased customer acquisition success.

You will be reporting into the Sales Director and work very closely with the CEO and Chairman. You will also be well supported by the current Marketing Manager and an already established marketing team.

The main part of your role will consist of developing the marketing vision and strategy for our core cyber security SaaS product. As well as working with the Marketing Manager on tactics to drive significant and relevant traffic to our SaaS website.

A strong understanding of digital marketing is essential, as is people and communication skills to help develop team members, and exceptional leadership.

You should apply if you enjoy working in a fast-paced, innovative business with a broad set of technologies and services focused on making security available to businesses of all sizes.

PRIMARY RESPONSIBILITIES

- Develop the marketing vision and strategy to enable fast-growth of our innovative SaaS product globally.
- Create marketing plans for pricing, placement and promotion of relevant products across key worldwide geographies.
- Lead brand, events, PR and communication activities that enhance the business's reputation and recognition.
- Create and evolve an account-based marketing strategy to designed to resonate with core target markets.
- Collaborate across departments to deliver an effective content marketing strategy and editorial plans.
- Build a social marketing strategy to enhance our brand on platforms such as LinkedIn, Twitter, and Facebook.
- Optimise our marketing automation and lead nurturing processes through email, content, and social channels.
- Develop our partner programmes to contribute towards our ambitious goals for the partner channel.
- Collaborate with sales and customer success teams to ensure plans are in place to maximise retention of customers.
- Create annual and quarterly marketing plans and targets to drive revenue.
- Reporting against defined KPI's to highlight effectiveness of all campaigns against business goals.
- Work with the Marketing Manager to build multi-channel campaigns (e.g. PPC, SEO, email, ABM, social, PR etc).
- Work closely with the sales team, supporting them to meet their own objectives.
- Managing relationships with third-party suppliers and agencies.
- Line management and professional development of team members.
- Responsible for marketing budgets and department P&L.

SKILLS & ABILITIES

- Proven experience in leading the marketing vision and strategy for a fast-growth global SaaS company.
- Very strong knowledge of digital marketing and a content driven strategy.
- Exceptional communication skills, verbal and written.
- Proven people management track record.
- Ability to build strong working relationships with colleagues and external suppliers.
- Ability to develop and refine ROAS and customer LTV models to scale growth efficiently with ROI as a core focus across all Marketing efforts.
- Proven experience of implementing successful (measurable ROI) content marketing strategies.
- Experience of partnering with Sales teams to implement successful ABM campaigns.
- Demonstrable experience delivering engaging event management strategies.
- Can deliver succinct campaign performance summaries backed by expert analytic capability.

REQUIRED QUALIFICATIONS / EXPERIENCE

- Minimum 7+ years' experience in a B2B digital marketing leadership role.
- Degree in Marketing, or alternative relevant discipline.
- Worked within a cyber security, technology, SaaS or B2B cloud business.
- Knowledge of developing effective partner programmes in a SaaS world.
- Experience of managing LinkedIn, Facebook, and Twitter advertising platforms.
- Hands on experience across a variety of channels, including SEO, PPC, Content Marketing, Email campaigns etc.
- Strong experience with Analytics (Google Analytics), CRM and Marketing Automation.

PERSONAL ATTRIBUTES

- Innovative
- Honour commitments
- Support your team
- Positive can-do attitude
- Analytical with exceptional problem-solving skills
- Able plan and manage time effectively
- Able to think laterally and creatively
- Strong relationship management, negotiation and influencing skills
- Accurate in approach with strong attention to detail
- Self-motivated and committed

BULLETPROOF BENEFITS

- 25 days annual holiday
- An additional day's annual holiday for your birthday
- Company car or allowance
- Company pension
- Private Healthcare
- Subsidised gym membership
- Perkbox employee benefits platform
- Office coffee machine with locally sourced fresh roasted beans and a variety of herbal teas
- Frequent team events
- Relaxed working environment
- Flexible working policy

ABOUT US

BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

We believe that our information and cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your business-critical data. Key to our success is our in-house UK Security Operations Centre staffed 24/7 by our highly trained penetration testers, security analysts and compliance experts.

Bulletproof's most popular services include:

- Penetration testing,
- Social Engineering
- Red Team
- Proactive Monitoring
- Incident Response & Forensics
- Compliance Services

Bulletproof is the dedicated cybersecurity arm of the ServerChoice Group, an organisation with over 10 years' experience in providing secure online services, so you can be sure you're joining a well-established, growing organisation.

USEFUL LINKS

www.bulletproof.co.uk

www.serverchoice.com

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.



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contact@bulletproof.co.uk



www.bulletproof.co.uk