

## Marketing Director

[This example job spec/advert was compiled using the key Bookkeeper responsibilities and skills we see most often requested/listed on the Juggle platform.]

While in our experience the general/macro requirements of the role are transferable across different sectors and company sizes (and therefore the type of advert that attracts high-quality professionals is broadly the same), please read the text carefully, add your business-specific needs, and - most importantly - tailor the text to match the culture and values of your business.]

### **Schedule (part-time/full-time with flex etc)**

### **Salary**

### **(Length of contract if necessary)**

### **Location city**

We are searching for a hands on Marketing Director to join a [type and rough size of your business] in London. Reporting into the Founder and CEO, the Marketing Director will be responsible for managing and hiring a team, defining performance metrics, and ultimately delivering high quality leads to the sales team.

### **Responsibilities**

- Define a global marketing strategy, across B2B marketing, public relations, communications platforms, brand positioning, events, social media and internal communications.
- Work closely with the Founder and product team , ensuring customer feedback is heard.
- Hire and manage a high performing marketing team.

## **Background and Skills**

- Previous experience as a Marketing Director / Head of Marketing
- Prior experience of defining a marketing strategy for a world class brand.
- Tech savvy: Hubspot, Powerpoint, Excel, SEO, Adwords, Analytics, marketing CRM
- Calm, pragmatic, positive
- Excellent managerial and leadership skills to inspire.