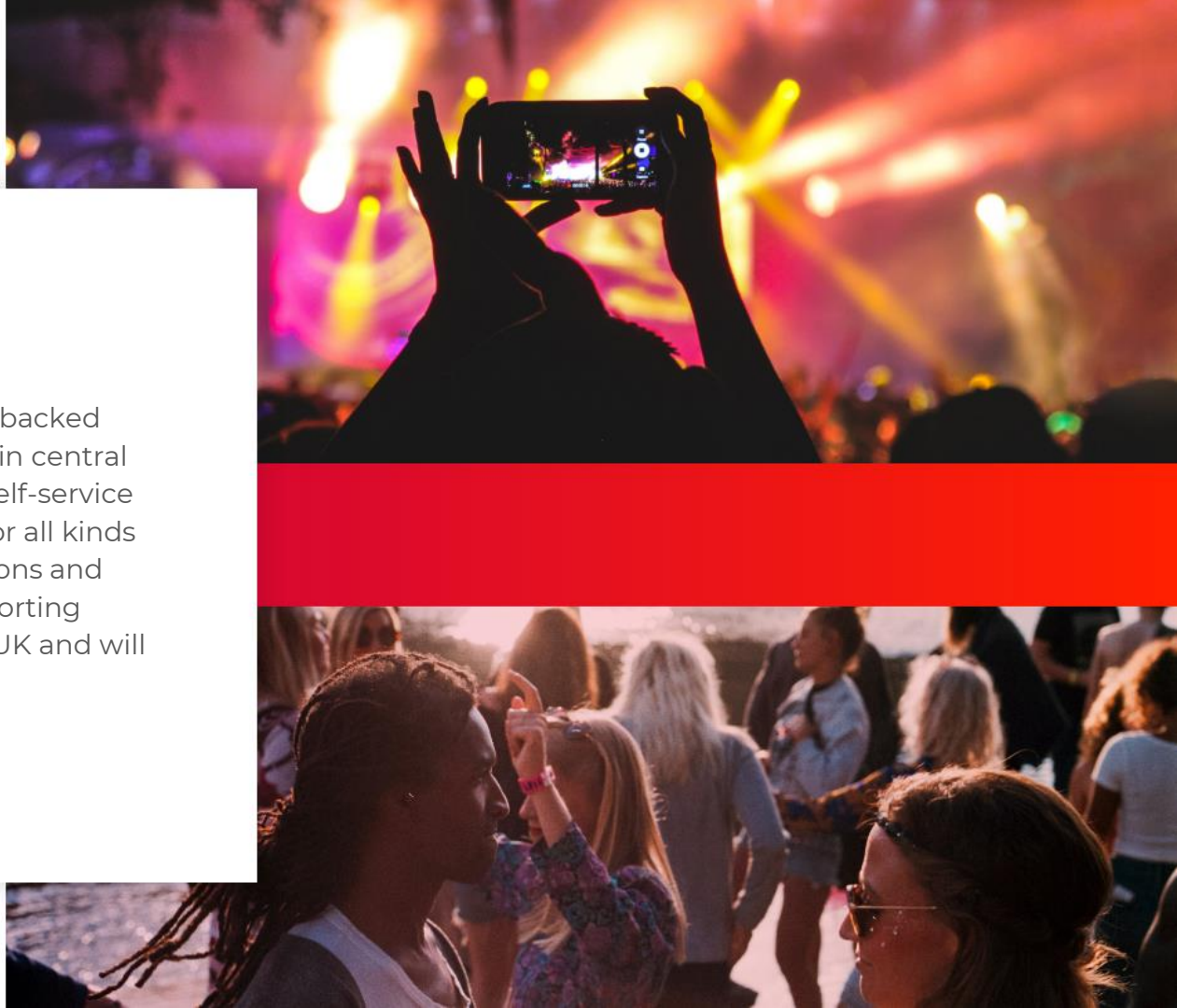




Head of Marketing

FIXR is a high-growth, venture-backed tech company, headquartered in central London. We provide B2B and self-service event management software for all kinds of organisers: from student unions and music venues to charity and sporting events. We operate across the UK and will be expanding internationally.





We are looking for a Head of Marketing to direct and oversee our marketing function. You will design, implement and monitor effective brand and marketing strategies that align with our business goals and growth objectives. We are looking for a full-stack candidate, someone with extensive experience of managing a variety of promotional projects end-to-end, including both digital and traditional campaigns. This is a key role and you will report directly to the C-Suite.

Responsibilities

- Develop a brand strategy that aligns with our growth plans; define our brand style and value proposition.
- Conceive, execute and measure all marketing and advertising campaigns on a multi-channel basis.
- Manage website and social media to ensure brand and style consistency across multiple platforms.
- Execute new product campaigns from start to finish.
- Support sales and customer success teams, producing effective and impactful collateral and messaging.
- Build and implement a content framework, including copy and style guidelines and content plans.
- Ownership of marketing P&L and ROI on all spend.
- Implement data-driven processes to ensure marketing drives and supports business growth.
- Stakeholder management including clients and agencies.

Requirements

- Proven experience as Head of Marketing, or other senior marketing role.
- Experience in scaling fast growth B2B2C or SaaS businesses including through funding rounds.
- Strong analytical skills to measure activity and drive performance. Clear understanding of business metrics (CAC, LTV, churn, cohort analysis etc.).
- Proven experience designing and implementing successful brand and multi-channel ad campaigns.
- Solid knowledge of SEO, web analytics and Adwords.
- Detailed understanding of social media marketing and re-targeting including Facebook Advertiser and Pixel.
- Experience with CRM software and campaigns.
- Excellent communication and management skills.
- Strategic mindset and ability to think outside the box.