

Marketing Job Description

About Us

Founded in 2014, WEMAİK creates technology that reimagines how digital transformation is achieved, and what is necessary for a successful project. Through our integrated software platforms, we enable enhanced business decision-making by revealing new insights from company information and quickly deploying these insights to business experts via bespoke enterprise-grade applications. Transformation solutions created with our platform unlock huge commercial value and enhance business competitiveness with increased agility. We employ amazing people and foster their dedication, enthusiasm and flair.

At WEMAİK we apply a management style and development approach that ensures professional standards whilst allowing for innovation and change – and above all, fun. We work hard as a team to consistently meet our customer's needs and consequently their trust and repeat business.

Vice President (VP) of Marketing

Role Summary

As the company is experiencing rapid growth, there is an opportunity for a talented Vice President of Marketing to lead the team in a hands-on role managing both internal and external marketing for Wemaik with a heavy concentration in product marketing. This person will design, implement and monitor effective marketing strategies that align with our business goals. To be successful in this position, you should play a significant role in shaping the company's strategic planning. Ultimately, you should be able to ensure that the Marketing department's activities contribute to our company's long-term success. The ideal candidate will manage the company's positioning, messaging, competitive, sales enablement and content marketing.

Responsibilities

- Develop and implement a cohesive marketing plan to increase brand awareness
- Set current and long-term goals for internal teams
- Design and review the Marketing department's budget
- Build relationships with media and stakeholders through creative PR strategies
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for the CEO
- Conduct market analysis to identify challenges and opportunities for growth
- Provide guidance and ideas to organize effective marketing events
- Forecast hiring needs for the Marketing department
- Participate in the quarterly and annual planning of the company's objectives
- Track competitors' activities
- Scale and expand Wemaik's positioning and messaging across business units through sales presentations, trainings, case studies, sales sheets and ad hoc support
- Drive sales enablement and readiness through asset creation, case studies, competitive intelligence, persona research/education and software specific solution packaging
- Execute and optimize content to drive brand awareness, pipeline and loyalty goals
- Optimize web presence and strategy across content and conversion points
- Develop and share thought leadership across blog posts, webinars, articles, white papers and videos
- Operationalize go-to-market strategies for new software releases, beta testing and customer marketing programs within the team
- Build community through creative customer events and partnerships

Requirements

- Bachelor's degree in Marketing, Communications or relevant field
- 7+ years of marketing experience within marketing technology, online advertising technology, or related space
- Strong background in product marketing
- Proven work experience as a VP of Marketing, Marketing Director or other senior role Demonstrable experience designing and implementing successful marketing campaigns

- Solid knowledge of SEO, web analytics and Google Adwords
- Experience with CRM software and digital marketing tools and techniques
- Strong leadership and mentorship skills
- Excellent communications skills
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions
- Self-starter that can continually raises the bar of quality, while delivering on time
- Able to manage and prioritize multiple simultaneous projects
- Brings new ideas to improve process and programs
- Takes ownership of opportunities with an organized and communicative approach
- Leverages data and analytics to optimize output to company goals
- Move easily between solution-based and technical messaging for different audiences
- Distills research into clear and concise recommendations
- Loves a fast-moving space and pace with a team that works hard and has fun
- Great skills in storytelling, writing, collaboration, presentation, training, design, analysis