

**JOB DETAILS**

Job Title	Head of Marketing
Department	Commercial – Business Development, Sales & Marketing
Reports To	Director, Global Demand Generation
Location	Cambridge/Flexible /Hybrid
Job Type	Permanent

**ROLE SUMMARY**

- Responsible for the GIS marketing strategy, inclusive of content, communications, and demand generation
- Development, implementation, and management/optimization of the marketing strategy
- Control and manage the marketing budget
- Manage and review all components of marketing activity
- Manage the existing team of 2
- Be an ambassador for GIS internationally

**KEY TASKS / ACCOUNTABILITIES**

- Develop and implement the marketing strategy for the company
- Develop in-depth knowledge of GIS products and our markets and applications – the ability to write about our products and create content is critical
- Particular focus required on product marketing strategy for our hardware and software products
  - Work closely with product management regarding product releases, web content and marketing materials etc
- Develop/Write marketing materials for business development and account management teams
- Deliver regular industry communications – press releases, web content, product updates etc
  - Regularly review and manage the distribution list
- Set and administer an annual marketing budget
  - Working with the existing team:-
    - Manage a calendar of events – conferences, trade shows etc
    - Negotiate sponsorship of events, fees etc
    - Manage & negotiate advertising in appropriate journals
    - Review and lead all other marketing spend
- Guide the daily activities of the marketing team
- Manage and refine the organisation’s social media presence
- Understand GIS customers, markets and applications
- Represent GIS at industry events
- Propose and implement plans to use Salesforce to improve communications with customers and distribute key information
- Create and execute multi-channel demand programs that generate high-quality leads within target industries;
- Be data-driven and provide monthly reviews of campaign results and opportunities for optimization across KPI’s;
- Build targeted marketing campaigns within marketing technology tools such as ABM platforms, Marketing Automation tools, LinkedIn, Google etc.
- Manage paid media planning, timelines, budgets, trafficking, etc.
- Collaborate with Corporate Content/Creative team, Event team, Web team, and others to ensure seamless campaign performance throughout the prospect journey;

## EDUCATION / TRAINING

- Most likely to be a graduate – but not necessarily in Marketing. Applications are welcomed from experienced marketing professionals who have a technical background/degree
- Proven track record of success in marketing roles – ideally within the digital printing industry or software industry or another technical field

## SKILLS

### Essential:

- Leadership & influencing skills
  - Clear thinker
  - Good communicator
  - Team leader
  - Networking within the company and externally
  - Recruitment, as required, within the team
  - Plan at strategic level – and action at tactical level
- Management skills
  - Team leadership & encouragement
  - Guide day-to-day activities of the team
  - Supervise and mentor the team
  - Data-driven mindset, and the ability to extract key insights from marketing analytics
  - Experience with budgeting, and managing cost-effective marketing programs
- Digital Marketing
  - Familiarity leveraging digital tools such as Salesforce, Hubspot, LinkedIn, Google, ABM Platforms, etc.
- General
  - Willingness to do some international travel
  - Strong content writing skills
  - Experienced conference speaker
  - Effective time management & ability to multitask

### Highly Desirable:

- Understanding of digital printing technology and inkjet in particular - and/or software products. Engineering or technical background/experience

## PERSONAL ATTRIBUTES

- Excellent interpersonal and communication skills
- Strong professional ethics and reputation
- Highly organised and productive – a multitasker
- Energy and drive
- Relentless & optimistic, dedicated to thoroughness and attention to detail
- Ability to exercise discretion and independent judgment in the representation of GIS