



INTRINSIC
EXECUTIVE SEARCH

Job Description

“Global Vice President Marketing”

Location: London, UK office with some international travel

Enterprise SaaS – 150 Person business

Highly competitive base, commission and stock options

Overview:

We are working with a high-growth European Headquartered Enterprise SaaS firm hiring looking for a “Global Vice President of Marketing.”

The company has recently received further VC funding and employs around 150 employees globally.

This is very much a hands-on Marketing Leadership position with initially 5 reports.

Solutions and focus:

The company is a market leader of SaaS solutions sold into mainly Marketing and Procurement Executives. The Enterprise solutions can be sold into different verticals, but the main verticals include:

- *International Manufacturing firms*
- *Higher Education*
- *Retail*
- *Pharmaceuticals*
- *Test & Measurement*



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Responsibilities include:

- Reports into the SVP Global Sales/Marketing
- Create the global demand generation plan
- Manage and grow the Marketing team
- Run all inbound and outbound channels- email, direct mail, digital advertising, SEO, webinars, PR...
- Run the brand marketing plan and create campaigns that connect PR, content, social and advertising
- Run PR and communications
- When requested, act as the company's storyteller and evangelist
- Analyze competitors and market trends
- Travel is required, but most time to be spent in UK

Desired Background for Ideal Candidate:

- B2B SaaS Background within early B2B SaaS firms
- Must-be incredibly hands-on
- Content marketing, PR background and has established a B2B SaaS brand and helped scale such a business.
- 5+ years in Leadership in leading marketing for a high-growth SaaS
- Track record as a highly successful, hands-on Marketer in SaaS
- Managed demand generation
- Outstanding knowledge of digital marketing
- Has delivered compelling, specific messaging for each stage of the buyer journey
- Able to work closely with Sales and Product teams
- Experience with the latest lead generation methods for direct sale businesses

To apply:

Contact Ben Watkins, Intrinsic Executive Search, bew@intrinsicsearch.com or call +44 (0) 207 097 1475