

JOB DESCRIPTION

# ASSOCIATE DIRECTOR OF MARKETING

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# SIMPLY DO IDEAS

[www.simplydo.co.uk](http://www.simplydo.co.uk)

Simply Do Ideas is a fast-growing technology company providing a cloud-based, business-to-business (B2B) digital platform for idea capture, prioritisation and action. Our Software-as-a-Service (SaaS) technology is unlocking access to the best ideas to solve our biggest challenges across sectors such as healthcare, education and engineering. You can find out more about what we do [here](#).

We have an ambitious growth plan in place with significant opportunities for the right people. We are still small but thinking big. So, we need to recruit the best individuals who will play a key role in our present and our future success.

## **YOUR ROLE. ASSOCIATE DIRECTOR OF MARKETING**

We are looking for a motivated and driven self-starter to become our **Associate Director of Marketing**. This is our first senior marketing hire with clear career progression to Chief Marketing Officer (CMO) within 18 months.

This is an incredibly rare opportunity to unlock your true potential in creating a marketing function for an enterprise B2B technology startup. This will include full responsibility to strategically and tactically build from the ground up including creating our marketing strategy through to recruiting marketing hires to join our growing team.

## **YOUR RESPONSIBILITIES**

Your responsibilities will be agreed with you during your first three months. However, these are likely to include:

- Working as part of a newly formed Growth Squad with other senior colleagues to ensure marketing, sales and product strategies are aligned.
- Designing and delivering a marketing strategy to directly contribute to our revenue growth targets.
- Develop positioning strategies to create compelling offerings in key target markets (e.g. public services).
- Lead creation of marketing assets (e.g. new website) including managing suppliers.
- Ensure messaging is clear and consistent across all channels and marketing efforts such as events, email campaigns, web pages, etc.
- Driving digital marketing impact to ensure effective enterprise lead generation.
- Recruit, lead and develop the marketing team including setting and monitoring goals.
- Identify opportunities to reach new market segments and expand market share.
- Prepare and manage monthly, quarterly, and annual marketing data and reports.

### **You will have:**

- Minimum 5+ years experience of marketing leadership.
- Worked in a strategic marketing role within a technology startup environment (ideally SaaS).
- Degree in marketing or related field. Further relevant study would be advantageous (e.g. CIM).
- Experience in leading enterprise B2B marketing campaigns and activities.
- Strong knowledge of both strategic and tactical planning.
- Expertise in rolling out digital marketing tools within a startup environment.
- Outstanding communication and negotiation skills.
- Analytical mind with problem-solving aptitude.

*Please note: You must have the right to work in the UK to be eligible to apply for this role.*

## **ABOUT YOUR FUTURE TEAM**

We all have a deep passion for technology and innovation particularly in how these can combine to make our world better. If you care more about yourself than others then this isn't the company for you. We're more interested in recruiting people with the right values rather than just a skillset.

You can expect to work with colleagues that have a:

- High level of emotional intelligence and understanding of change processes.
- Hunger for learning and challenging own self-limiting behaviours to become better.
- Self-motivation and set very high standards including a strong attention to detail.
- Goal-driven mindset, who are resourceful and strategically smart.
- Positive outlook with a passion for problem solving.

## **SALARY AND ROLE EXPECTATIONS**

- Salary negotiable depending on experience.
- Discretionary quarterly bonus scheme.
- Enterprise Management Incentive (EMI) share options (launching Q2 2021).
- Staff pension scheme with Legal & General.
- 28 days annual leave per year.
- Fully remote with paid work from home allowance.
- Macbook and tech pack (e.g. monitor, keyboard, etc.).
- Optional co-working space membership availability.
- Flexible working patterns (subject to key deadlines).
- Further benefits are being explored including private medical cover.

## **YOUR NEXT STEP**

If you are interested then please email a link to your LinkedIn profile page or a copy of an up-to-date CV to [careers@simplydo.co.uk](mailto:careers@simplydo.co.uk) You should also include the subject title as “Associate Director of Marketing”.