

Head of Marketing

As the Head of Marketing at Mazuma you are accountable for and responsible for the development and delivery of a comprehensive, ROI-driven marketing strategy across digital marketing, social media, partnerships and referrals.

The Company has aggressive growth targets. You will be responsible for marketing activities that facilitate the delivery of a 5-fold increase in Company ARR over a 3 year period.

You will play a vital role in building an effective and results-driven marketing team from scratch. While the company currently undertakes SEO and PPC marketing to drive leads, there is significant scope to create a full department and play your part in building the company. Your position, crucial to the company's expansion and success, will involve working closely with sales, referrals, partnerships and the Head of Commercial.

Mazuma, a scaling organisation, is focussed on driving results through data-driven insights and with ROI at the heart of their decision making. The right candidate will have an appetite for a scale-up environment and be willing to get involved in a rapidly evolving workforce with big ambitions.

Key Responsibilities:

Strategic Marketing Leadership:

Develop, implement, and continuously refine a comprehensive marketing strategy that aligns with Mazuma's business goals.

Ensure a cohesive and consistent brand message across all marketing channels.

Digital Marketing Expertise:

Oversee digital marketing efforts, including search engine optimization (SEO), search engine marketing (SEM), social media marketing, email campaigns, and content marketing.

Use digital analytics tools to track campaign performance and adjust strategies accordingly.

Traditional Marketing Management:

Where appropriate, develop and execute traditional marketing initiatives such as print advertising, direct mail campaigns, and broadcast media.

Evaluate the effectiveness of traditional marketing methods in reaching target demographics.

Referral Marketing Initiatives:

Implement innovative referral marketing programs to encourage and reward client referrals.

Analyse and improve the referral process, ensuring a high level of customer satisfaction and engagement.

Budget and ROI Optimization:

Manage and allocate the marketing budget effectively, focusing on maximising ROI within stringent budgetary constraints.

Regularly review and report on the financial effectiveness of marketing campaigns and strategies.

Market Research and Insights:

Conduct market research to understand industry trends, competitive landscape, and customer needs.

Translate insights into actionable marketing strategies that drive business growth.

Cross-functional Collaboration:

Collaborate with sales, product development, and customer service teams to ensure a unified approach to customer satisfaction and business development.

Align marketing initiatives with overall company objectives, ensuring all departments are informed and engaged.

Team Leadership and Development:

Lead, mentor, and motivate the marketing team, fostering an environment of creativity and innovation.

Identify skill gaps and facilitate continuous learning and development opportunities for the team.

Brand Awareness and Positioning:

Enhance Mazuma's brand visibility and positioning in the market.

Develop and execute creative brand-building strategies that resonate with our target audience.

Stakeholder Communication:

Regularly communicate with senior management, providing updates on marketing performance, insights, and strategic shifts.

Build and maintain relationships with external partners, vendors, and industry influencers.

Innovation and Creativity:

Encourage a culture of innovation within the marketing department, exploring new platforms and methodologies.

Stay abreast of emerging marketing trends and technologies, integrating them into Mazuma's marketing strategy as appropriate.

Compliance and Best Practices:

Ensure all marketing activities comply with legal standards and ethical practices.

Continuously assess and improve internal processes for efficiency and effectiveness.

Experience and Qualifications

This role demands a proactive leader who is not only adept in various facets of marketing but is also able to think strategically, lead a diverse team, and drive tangible results in a dynamic and competitive environment.

- Proven track record in digital marketing, traditional marketing, and referral marketing.
- Strong analytical skills and experience with ROI-driven marketing campaigns.
- Excellent leadership and team management skills.
- Outstanding communication and interpersonal abilities.
- Creative mindset with an ability to work effectively under budget constraints.
- Proficient in marketing software and tools, including CRM, SEO/SEM tools, and analytics platforms.
- Relishes a fast-paced, dynamic work environment.

Please apply directly to Lucy Cohen at lcohen@mazumamoney.co.uk