

US Head of Marketing

Department: Marketing
Reports to: US Managing Director
Location: Newport News
Hours: xxxx

Summary

Proactis has an exciting opportunity for a creative and innovative leader to join our company. As US Head of Marketing, you will build trust by working closely with the existing marketing team and key stakeholders within the business, delivering results through engaging and innovative marketing. We are looking for someone who will lead by example and is passionate about marketing as well as developing the existing team members to new heights through strong communication, structured processes and creative thinking – leading campaign optimisation as well as excellent time and people management.

Primary responsibilities and accountabilities

- Working closely with existing team members, particularly the Group Marketing structures to develop and implement the US marketing plan to deliver significant growth potential for the US business
- Lead from the front, be hands on across the entire spectrum of the marketing workload, from supporting events to planning and executing campaigns
- Support the direct sales, partner sales and account management functions, delivering quality lead generation
- Work closely with the US Marketing Staff to create regular B2B campaigns specifically targeted by product line or sector, while coordinating campaigns with sales activities
- Lead on marketing activities, sharing best practice across the team and using a combination of proven methods while considering new ideas and initiatives
- Create and analyse reports on all marketing activities, demonstrating time management, conversions, effectiveness and ROI on activities being worked on
- Monitor and report on the effectiveness of marketing communications being carried out

Skills and experience

- A demonstrable track record of delivering tangible outcomes from marketing activities
- A strong background in a Senior Marketing position for a B2B business with the ability to build and deliver a successful marketing plan
- Experienced in delivering effective marketing campaigns - relevant to the end user target audience
- Strong digital marketing experience
- Experience in building a team and mentoring/developing team members
- Highly analytical with the ability to interpret data and research

Application

To apply for this position, please forward a CV and covering letter to hr@proactis.com.