



**HEAD OF PRODUCT MARKETING**  
**Mallcomm Division**

<b>Job Title:</b> Head of Product Marketing	<b>Department/Division:</b> Mallcomm
<b>Report To:</b> Managing Director of Mallcomm	<b>Location Base:</b> UK, preferably East Anglia

Mallcomm is a product by leading software and marketing company Toolbox Group. The Mallcomm division head office is in Bury St Edmunds, Suffolk, but also has offices in Warsaw, Poland and Los Angeles, USA. The company has clients in 23 countries and works with some of the world's most iconic properties.

**Job Purpose**

The principal role of the Head of Product Marketing for Mallcomm is to become part of the Leadership team in a high-profile global marketing role. You will be expected to build on the marketing platform that has been established and support the growth of the Mallcomm product in our target markets.

You will be responsible for the UK & US marketing strategy, budget & reporting, product marketing, company brand, external & internal communications, and direct management of the marketing team for this Division. The ideal individual will therefore be experienced in the UK, Europe and US market. The role will involve managing the company's brand, creating and implementing the marketing strategy and plan for our Propetch solution, Mallcomm.

This is an exciting prospect to drive the direction of marketing and directly impact the growth of our company. Previous SaaS/software product marketing experience required, plus must demonstrate a genuine interest in technology and innovation.

**About you**

You will be self motivated, a high influencer experience working in a scaling up organisation in the UK and ideally in the US. Someone who drives a team, and works collaboratively and is not afraid to be hands on.

Focus and Responsibility	
Strategic and Leadership	
1	To take responsibility for raising and further developing the company's profile to support growth and global expansion
2	Evaluating all activities to agreed objectives and KPIs will ensure you achieve the business goals you have set.

3	You will be responsible for driving the internal marketing of the brand to gain buy in and understanding of the strategy
4	Be the point of contact for marketing and product topics between all locations.
<b>Marketing, Product, Brand and communications</b>	
1	Be hands on to manage the brand and overall marketing strategy for Mallcomm to deliver MQLs to the growth team.
2	Support the client management team in marketing upselling opportunities to existing clients
3	Create and manage the delivery of an effective marketing plan through multi-channel marketing activities: PR and content, events, digital channels, advertising, thought leadership, all marketing collateral
4	Manage all owned media channels with a thorough understanding of digital marketing and advertising
5	Responsible for writing of compelling content, thought leadership pieces, press articles, marketing material to maximise awareness and profile
6	Manage our profile and presence at 12+ international trade shows per year
7	Specialising in demand and lead generation
8	Support the sales function by creating and managing campaigns and content to build awareness and create leads
9	Collaborate with our in-house creative and digital teams, plus external suppliers
<b>Reporting &amp; Measurements of success</b>	
1	Regular reports shared with SMT to confirm success in the market.
2	Own and be accountable for delivering 30% more MQL through marketing activity
<b>Technology</b>	
1	Lead the successful use of Hubspot as an advanced user of this system.

#### Relevant knowledge

- Knowledge of measuring/reporting performance of all marketing campaigns, assessing ROI & KPIs.
- Proven track record in delivering on KPIs based on MQLs, audience growth and engagement
- Experienced at creating and managing strict budgets
- Understand how to balance strategic planning with day-to-day execution.

**Relevant Skills**

- a. Excellent writing, PR skills with a proven track record in achieving results from content & PR
- b. Proven advanced level expertise in using Hubspot
- c. At least 4 years experience working in B2B marketing with a degree in business/marketing or related field.
- d. Skilled communications professional across all channels with evidence of managing and implementing brand voice, vision and visual interpretation to engage target audiences
- e. Experienced in effective management of 3rd party suppliers and event management

**Relevant experience**

- a. Proven to be results-oriented and highly motivated in your approach
- b. Experience of developing and running a successful multi-channel marketing strategy and it's campaigns in digital marketing and optimising all digital channels: B2B social media, SEO, lead generation and other techniques to support high sales growth
- c. Line management experience as you will manage team members located in the UK, USA and new territories when they come on board.
- d. Experience working in an international environment a benefit, and willingness to travel regularly

**Our Benefits.**

- 1. Flexible working office and home
- 2. Recognition, appreciation and rewards program
- 3. Remote working, with occasional travel
- 4. 20 days paid holiday, plus Bank Holidays
- 5. Dog friendly offices.
- 6. Stakeholder pension after 3 months (if meeting legal criteria).