

JOB TITLE: Head of Marketing

BASED AT: Worship Street, London EC2/Home (hybrid working)

REPORTING TO: Head of Business

JOB ROLE & PURPOSE

We are seeking a dynamic and experienced Head of Marketing to lead our Sales and Marketing teams. The ideal candidate will have a proven track record in B2B sales and marketing, with a strong background in procurement, team management, strategic planning, and achieving ambitious goals. This role requires someone with a deep understanding of digital marketing, remote team management, and a history of successful business development.

KEY RESPONSIBILITIES:

- Develop and execute comprehensive global marketing strategies.
- Plan, create, and execute digital marketing roadmaps to drive brand visibility and customer engagement.
- Interface daily with stakeholders, operation teams, vendors, partners, and customers.
- Lead a diverse team including designers, content creators, traffic managers, SDRs, and social media managers.
- Oversee the planning, creation, curation, and approval of marketing content.
- Manage and control the global marketing budget effectively.
- Conduct strategic planning and market research to stay ahead of industry trends.
- Develop and execute sales strategies to drive revenue growth.
- Provide support to the sales team.
- Standardise and streamline documents and proposals.
- Achieve organic growth in LinkedIn followers and deliver regular reports.

QUALIFICATIONS:

- Over 5 years of Sales and Marketing experience.
- Minimum 3 years in a management position.
- Proven success in B2B sales, prospecting, and closing contracts.
- Extensive knowledge of digital marketing best practices.
- Fluent in English and Portuguese (Spanish is a plus).
- Experience managing both face-to-face and remote teams.
- Goal-oriented with a track record of achieving targets.
- Exceptional team management and leadership skills.

EXPERIENCE

- Has worked in a fast paced and dynamic environment.
- Experience in the B2B and procurement sector.
- Proven experience of producing marketing content and sales techno-proposals.
- Has proven SEO expertise and knowledge.

How to Apply:

If you are a results-driven Sales & Marketing professional with a passion for achieving goals and leading high-performing teams, we encourage you to apply.

Please submit your resume and a cover letter outlining your relevant experience and explaining why you are the ideal candidate for this role to marketing@tsm-uk.com

Applications will be accepted until Feb 15th.