

Head of Marketing

Location: Battersea, London

Competitive salary dependent on experience plus performance-related bonus, healthcare insurance & wellbeing benefits.

Brand new role and opportunity for a talented commercial B2B marketer to inject new thinking and bring marketing expertise and discipline to an ambitious growth business

Liv-ex (The London International Vintners Exchange) operates the global marketplace for fine wine. We provide data, trading and settlement services to the majority of merchants in this field worldwide. Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. The culture of the company is hard working, committed yet informal, energetic and action oriented.

As award winners in 2016, 2017 and 2018, our products and technology are already achieving industry acclaim. With increased investment planned by Liv-ex in the coming years, we are now in a position to invest further in our marketing capability with the introduction of a Head of Marketing role into the business. Reporting to the Founding MD, this is the most senior marketing role in the business and will be responsible for owning and driving the marketing plan to deliver the company's growth.

We're looking for an enthusiastic B2B marketing professional with a commercial, hands-on and results driven approach who will work closely with senior management and the Sales team to deliver a fully integrated B2B marketing plan for the business. The role will also include the development and implementation of Liv-ex's brand, product, content marketing and communications plan to facilitate our ambitious growth strategy.

As our Head of Marketing, you will be able to demonstrate a track record for driving growth and be comfortable with both modern and traditional marketing techniques. Leading a small Marketing team, you will also be a talented communicator with the ability to drive creativity and enthusiasm in others.

Role Responsibilities

- Develop and deliver a fully integrated B2B marketing plan and value proposition for new and existing products
- Oversee the implementation of the marketing plan and provide direction (including multi-channel marketing campaigns, leveraging SEO, PR and events)
- Work closely with the Sales team to increase the quantity and quality of inbound leads for Liv-ex, consequently increasing customer conversion rates
- Increase the visibility of our business in our target markets, ensuring our USPs are clearly defined in messaging and sales/marketing material
- Set, control and justify a marketing budget with data driven ROI
- Oversee research and data driven content/insight whilst identifying commercial opportunity
- Work closely with the Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials, scripts and presentations for all aspects of the sales process
- Work closely with the product management team to define marketing materials and programmes
- Manage our social media presence and direct programmes to optimise social media reputation and recognition
- Regularly undertake customer, competitor and market research/analysis to ensure our marketing plan is fit for purpose

Knowledge, Skills and Experience

Essential

- A confident, driven and dynamic marketing leader, with a proven track record of success in a broad marketing role
- Experience of developing a B2B brand through execution of a robust marketing and communications plan
- A rigorous approach to quantifying the ROI on new projects and initiatives, using data effectively to analyse the results and refine lead-generation activities
- Ability to simplify complex products and turn them into powerful propositions for both technical and non-technical audiences
- Excellent communications skills with experience writing and editing industry specific content or insight, using it as a tool for lead generation
- Thorough knowledge of digital marketing technologies and techniques
- Ability to develop and manage relations with the press
- Ability to navigate a network of resources, maintaining excellent working relationships to get the right outcome for Liv-ex and our customers

- Entrepreneurial and commercial mindset with a passion for continuous improvement

Desirable but not mandatory

- Educated to degree level or equivalent in a relevant discipline
- Knowledge and experience of working in the fine wine market

To apply, please send a copy of your CV with a cover letter to outline why you are interested in this opportunity to our HR team at clientresourcing@strattonhr.co.uk.