

HEAD OF MARKETING

Location: Borough, London

Competitive salary plus profit related pay and benefits

A unique opportunity for an ambitious, entrepreneurial B2B marketing professional looking for the next step up in their career to drive the implementation and evolution of the marketing plan for Liv-ex, the global marketplace for the wine trade.

About Liv-ex

With over 630 members worldwide, Liv-ex offers a multitude of business services covering trading opportunities, data, logistics and various automation technologies to a diverse group of wine businesses, from ambitious young start-ups to established merchants and traders.

Our aim is to make the wine trade more transparent, efficient, and safe, for the benefit of our members and the market as a whole.

We are hardworking, committed and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of members in the B2B sector, with an ever-expanding range of services. We help our members and other stakeholders to better understand the fine wine market and identify profit opportunities.

Summary Purpose:

Liv-ex is looking for an innovative, engaging, dynamic and commercial Head of Marketing to join the Commercial Team, reporting to the Chief Commercial Officer. You will lead a small team with expertise across Communications, Content and Product Marketing and will be responsible for driving execution to deliver the marketing strategy for the business including maximising brand awareness, growing our lead generation volume and supporting our product marketing, communications and content capability.

Responsibilities:

- Own the marketing budget for the business **setting KPIS and measures** to deliver return on investment and support **sales growth** across all sales channels
- Enhance awareness and understanding of the **Liv-Ex value proposition** for customers and the wider market to drive increased service adoption and improve new customer onboarding and existing customer penetration
- Focus our **communication** efforts on building brand awareness
- Improve our **lead generation** pipeline to support new customer acquisition
- Support our **Product Marketing** efforts as we roll out new features to our customers
- Manage **Liv-ex content** to ensure it is distributed to the correct channels
- Work closely with the commercial team (New Business, Account Management and Broking) and the wider business to deliver the company strategy
- Motivate and develop the marketing team helping them progress in their careers

Knowledge, Skills and Experience:

Essential:

- 5+ years of previous experience in a (Senior) Marketing Manager role looking for a step up the ladder to lead the function in a growth SME
- Generalist marketing background. Knows what good looks like across multiple marketing competencies. No one specialism or passion.
- Mature, articulate wordsmith and storyteller who can communicate our message to the market in such a way that our current and future customers really understand what we do and how we add commercial value
- A track record of delivering new business growth through building and nurturing a lead pipeline on a global scale
- Experience in launching new products in a technology/product led B2B SaaS business.
- Hardworking, proactive, with excellent attention to detail.
- Strong planning skills with a real focus on delivering and measuring results
- A test and learn mindset. Not afraid of experimenting wisely.
- Commercially astute, able to do a lot with a little
- A natural collaborator and team player willing to roll their sleeves up and get stuck in partnering with multiple teams to achieve shared objectives.
- A desire to work in an agile and entrepreneurial environment that gives ownership and responsibility to the team trusting it's people to deliver. Professionally mature individual who craves accountability and strives continuously improve.
- Engaging and sociable personality who is happy being in the office with colleagues for the majority if not all of the week

Desirable:

- Business or marketing degree
- Wine market knowledge or at least a keen interest & understanding of the fine wine market
- Spoken French

To apply, please send your CV with a cover letter detailing why you are interested in this role to clientresourcing@strattonhr.co.uk.