

Smartbox

Job Description

Job Title: Head of Marketing

Location: Bristol, UK (minimum 2-3 days in the office, flexible between home and office)

Reporting to: Customer Experience Director

Contract: Full-time

Start date: January 2021

The Company

We create technology that gives a voice and independence to people that don't have speech. Our products include a combination of specialist hardware, software and content that are used by disabled people around the world.

Our solutions are supplied in over 30 different languages and are available in over 100 countries. To achieve this, in addition to our own UK and US sales team, we support a trusted Partner Network who work with us to translate and distribute our products.

We are one of the leading companies in the field and pride ourselves on our innovative products and high levels of customer service. Everything we do is driven by a passion to improve the lives of people that use our technology.

We strongly believe everyone has the right to a voice. This is what the company was founded upon nearly 20 years ago and remains true today. Our users represent a diverse community of individuals and we want to support them by promoting an inclusive culture within our team.

The Smartbox Head Office is in Malvern, Worcestershire. We have a second major office in Bristol and a smaller one in Pennsylvania, USA.

The Job

This is a phenomenal opportunity to join a team that exists to help people. Smartboxers are driven and detail oriented – what we do matters, and we take that seriously, while having a lot of fun along the way!

The Head of Marketing is responsible for running our marketing function and leading a creative, effective team. This will include creating and executing the marketing plan in the UK and overseas.

Main areas of focus include reaching key customers and assistive technology centres, who are responsible for the majority of augmentative and alternative communication (AAC) provision in funded markets, generating leads in our direct sales markets and awareness of our products to audiences that support people who need assistive technology.

You will also be responsible for managing market intelligence, brand development and working with the Customer Experience Director to use insights effectively across the Smartbox business to support growth and ensure we keep meeting our customers' needs.

The position will require the development of a deep understanding of Smartbox products and the people we work with. You will be supported by a small but talented team who are keen to move marketing at Smartbox forward.

You will report to the Customer Experience Director and line manage four team members.

This role is based in our Bristol city centre office with flexible working supported.

Responsibilities

- Create and deliver a focussed marketing plan prioritising our key hardware markets and areas of development.
- Build online sales of Smartbox software through online store, app store and VPP/Apple Business Manager platforms.
- Identify genuine user need through use of quantitative and qualitative research.
- Take ownership of lead generation in our direct sales markets, developing an effective plan for exhibitions, social/ad investment, product trials or new strategies as appropriate to support our sales teams.
- Use market data to inform decision making in Marketing and support development teams.
- Maintain up-to-date knowledge of latest marketing technology and advances, implementing these as appropriate.
- Collaborate closely with Management team to ensure strategic alignment and incorporation of marketing activity across functions.
- Build strong relationships with our Partners and support them to develop Smartbox brand in their territories.
- Manage collaboration between Development and Support teams to ensure supporting product information and learning resources are in place to support user success.
- Manage our Marketing Team – currently 4 people. Allocate resource / projects appropriately within the department.
- Manage annual marketing budget.
- Share a monthly report on marketing performance and project updates.
- Work with Customer Experience Director to develop brand and monitor brand perception.
- Begin to integrate marketing through close collaboration with team leading ERP and CRM development.
- Copywriting support, ensuring tone of voice and messaging across Smartbox remains true to our values and behaviours.
- As a Head of Department, take an active role in developing Smartbox and helping ensure the customer is at the heart of all that we do.
- As an experienced marketing professional, be an approachable point of contact for all Smartboxers, helping to solve customer communication challenges.
- Create business cases as appropriate for further investment in marketing initiatives or tools.
- Support the Marketing project lead, Communications lead, Design lead and Marketing designer to succeed in their specialist areas.

- Attend monthly Head of Department meetings at our Head Office in Malvern (currently held online due to Covid-19 restrictions).

The successful applicant will also be asked to perform other duties on an ad-hoc basis and will need a proactive attitude to this.

Essential skills

- Track record of leading an effective marketing team and making things happen
- Minimum of +5 years' marketing experience
- Commercially aware
- Experience of B2B marketing
- Passionate about sharing ideas and able to get people on board
- A good listener who can empathise
- Confident to challenge
- Excellent interpersonal communication skills
- The ability to write about technical subjects to a wide (and non-technical) audience
- Strong people management skills
- Ability to work autonomously, plan projects, juggle multiple priorities and meet deadlines
- An exceptional team player who wants to work for a company that makes a real difference to people's lives

Useful skills

- Experience of working in health or care sector
- Experience of working in software or technology
- Experience of working with US market
- Working with a global team
- Project management
- Marketing CRM integration

Rewards and Benefits

- Smartbox offers Company Pension, Group Life Assurance and Income protection together with Private Medical Insurance
- Flexible working Monday to Friday
- Onsite parking
- Laptop and phone
- We are passionate about our people and offer many social events including a family weekend away, social outings and a Christmas party each year
- Salary available depending on experience

We welcome applications from all communities and encourage those from diverse backgrounds and groups.

To apply please send your CV and covering letter to jobs@thinksmartbox.com

Applications will close by the 9th November 2020.