



Job Description

Job Title: Head of Marketing
Location: Bristol, UK (minimum 2-3 days in the office)
Reporting to: Customer Experience Director
Contract: Full Time
Salary: Dependant on experience

The Company

Smartbox creates technology that gives a voice to people that don't have speech. Our products include a combination of specialist hardware, software and content and are used by people with disabilities across the world.

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.

At Smartbox we 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, US.

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 working with the Customer Experience Director to create the global marketing strategy and guiding the team to deliver this through clear plans and goal setting. We believe our marketing is about getting the right information to the right people at the right point, so they can make informed decisions and achieve success with their technology. We work across the customer journey, collaborating with every team at Smartbox and connecting directly with our customers. However, there's still so much more we can do, and we're looking for the right person to help us integrate marketing across our global business and use data conscientiously and effectively.

A key priority is reaching specialist speech and language therapists, special education professionals and assistive technology centres, who are responsible for the majority of augmentative and alternative communication (AAC) provision in funded markets. Building relationships with clinical and education professionals, while also raising awareness of AAC within communities, is fundamental to helping us achieve our vision of everyone having the opportunity to participate in society, regardless of physical or cognitive disability.

You will also be responsible for coordinating insights from market research and data and working with the Customer Experience Director to use these effectively across

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the Smartbox business to support growth and ensure we keep meeting our customers' needs. We were founded here in the UK, where we are market leaders but have more recently built a team of AAC clinicians and specialists in the US. A priority for us is ensuring this skilled team has the marketing support they need to best reach and serve people in their areas. In addition to where we provide our products directly, we also support thousands of AAC users through our global partner network; providing our software and hardware in more than 30 languages!

In November 2021, our key partner in Germany became part of our group. Alongside the UK and US, Germany is now a direct market for us through this acquisition. They have an excellent marketing team which is based across Germany. Another growing responsibility of this role is to work collaboratively with the Rehavista team – enabling Smartbox to learn from their expertise and support their growth.

This position is a hands-on role working in a small and very productive team. Administrative duties and content creation will be required. You will also need to develop 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 the leads within the team.

Responsibilities will include:

- Create and deliver a marketing plan that prioritises key hardware markets and areas of development.
- Work with the Digital Marketing Lead (to be recruited early 2022) to build and grow online sales of Smartbox software through Apple app store and VPP/Apple Business Manager platforms.
- Identify growth opportunities through use of quantitative and qualitative research.
- Take ownership of lead generation in our direct sales markets, supporting the Global Marketing Lead to develop an effective plan for exhibitions, product trials or new strategies as appropriate to support our sales teams.
- Use market data to inform decision making in Marketing and support product development teams.
- Maintain up-to-date knowledge of the latest marketing technology and advances, implementing these as appropriate.
- Collaborate closely with the Management team to ensure strategic alignment and incorporation of marketing activity across functions.
- Working alongside the Global Marketing Lead to build strong relationships with our Partners and support them to develop the Smartbox brand in their territories.
- Manage our Marketing Team – currently four people but with a plan to grow to six by early 2022.
- Allocate resources/projects appropriately within the department.
- Manage annual marketing budget.
- Share a monthly report on marketing performance and project updates.
- Work with the Marketing Product Lead and Customer Experience Director to develop brand and monitor brand perception.
- Begin to integrate marketing through close collaboration with team leading ERP and CRM development.

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- Lead on the integration of the marketing platform (Click Dimensions) with our new CRM.
- Copywriting, ensuring tone of voice and messaging across Smartbox remains true to our values and continues to be valuable to our different audiences.
- 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 team 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/attributes

- Track record of leading an effective marketing team and making things happen
- Experience in developing marketing plans for the US market
- Being a collaborator, not a lone ranger
- Minimum of +5 years' marketing experience
- Commercially astute with experience of supporting growing businesses
- Experience in B2B marketing
- Project management
- Experience in integrating marketing activity with a CRM, preferably Microsoft Dynamics
- Passionate about sharing ideas and able to get people on board
- A good listener who can empathise
- Confident to challenge
- 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 in people's lives

Useful skills/attributes

- Experience of working in the health or care sector
- Experience of working in software or technology
- Experience in developing a brand and generating opportunities in the US market
- Working with a global team
- Experience of Click Dimensions

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Rewards and benefits

- Smartbox offers comprehensive benefits including Company Pension, Group Life Assurance and Income Protection together with Private Medical Insurance
- 25 days holiday plus public holidays
- Laptop provided
- Onsite parking available
- Office snacks
- Flexible working
- Training and development opportunities
- Cyclescheme
- Complimentary theatre and cinema tickets to Malvern Theatres
- We are passionate about our people and offer many social events including a family weekend away, social outings and a Christmas party each year

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

****Please outline your experience and ability to excel in this role within your covering letter.****