



Email us today:
hiring@firemind.com

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Please note: All applicants must have the right to work in the EU. No sponsorship is available for this position.

We're hiring.

Marketing Lead

About Firemind

All-in AWS, born in the cloud partner. Firemind is a Generative AI and Data Modernisation specialist partner known for expertise in practical applications of generative AI, helping customers bring projects from prototype to full production, by providing end-to-end support.

Job Description

As the Marketing Lead, you will be responsible for developing and executing the company's overall marketing strategy to drive brand awareness, lead generation, and revenue growth. You will be a key member of the leadership team, providing strategic guidance and oversight to all marketing initiatives globally.

Responsibilities

- Develop and implement a comprehensive marketing strategy that aligns with the company's overall business objectives
- Lead the marketing team in planning, executing, and measuring the success of integrated marketing campaigns across digital, content, events, and other channels
- Oversee the creation of compelling, high-quality marketing content, including website, social media, thought leadership, and sales enablement materials
- Analyse market trends, competitor activities, and customer insights to identify new opportunities and optimise marketing programs
- Collaborate with the sales team to align marketing efforts and ensure a seamless customer experience
- Manage the marketing budget and resources to maximise return on investment
- Build and maintain strong relationships with industry influencers, partners, and key stakeholders
- Serve as the company's brand ambassador, representing the organisation at industry events and in the media
- Recruit, develop, and lead a high-performing marketing team to support the company's growth

Skills & Experience

- 10+ years of progressive marketing leadership experience, preferably in the technology or software industry
- Proven track record of developing and executing successful, data-driven marketing strategies that drive business growth
- Extensive knowledge of digital marketing, content marketing, lead generation, and marketing automation
- Excellent communication, presentation, and interpersonal skills to effectively engage with C-suite executives and key stakeholders
- Strong analytical and problem-solving abilities to measure and optimise marketing performance
- Experience leading and developing high-performing marketing teams
- Familiarity with the AWS ecosystem and cloud computing

What we offer

- Competitive salary and benefits package.
- The opportunity to work on cutting-edge technology projects with major clients.
- A supportive, collaborative, and innovative work environment.
- Continuous professional development opportunities.
- Flexibility in hybrid and remote working

How to apply

To apply, please submit your CV, cover letter, and any supporting documents. Applications will be considered on a rolling basis until the position is filled. We are an equal opportunity employer and value diversity at our company.