

HEAD OF DIGITAL MARKETING

At THNK School of Creative Leadership, marketing is about understanding the challenges of leaders across all sectors and building awareness about how our transformative leadership programs can support their learning and their impact in the world.

We've worked with over 20,000 leaders around the globe and from across the corporate, social enterprise, start-up and non-profit sectors. Our alumni are inspiring leaders in their fields. Our clients are leaders in their sectors and often at the forefront of making a positive change in the world.

As Head of Digital Marketing at THNK, you will be responsible for developing, managing, and implementing the overall company's outbound marketing strategy and digital tactics. You will also be guiding, training and managing our small marketing team.

To be successful in this role, you possess excellent digital marketing skills and demonstrate strong leadership abilities. You have experience utilizing different digital marketing channels to realize increased sales. You are comfortable working in an entrepreneurial environment where you drive the long-term strategy, but you're also not afraid to get your hands dirty in the day-to-day marketing activities, working with tight deadlines and changing needs.

Digital marketing is extremely important for THNK's success and this role will be critical to achieve THNK's business goals. If you enjoy a challenge and relentlessly seek opportunities to learn, grow and lead with heart, we want to hear from you!

RESPONSIBILITIES

- * Develop and implement an outbound marketing strategy with a focus on digital tactics, to reach our ambitious growth targets for the sales of our B2C, B2B and alumni programs.
- * Track sales progress meticulously (using sales forecasting), and course correct to ensure the outcomes are being reached.
- * Conceptualize and execute multi-channel campaigns across the prospect and customer lifecycle to increase brand awareness, lead generation and sales, ensuring the alignment of communications and messaging across all channels for our B2C, B2B and alumni market segments.
- * Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with proposals and recommendations on tactics
- * Ensure the team, which consists of a Growth Hacker, Copywriter/ Social Media Manager and a Multimedia Designer, functions as a well-oiled machine and is focused on ensuring the goals are being met to an inspirational quality within

the agreed time and budgets. Report on progress on ROI, KPIs and goals to the Managing Director on a weekly basis.

- * Review and proofread all content such as blogs, social media content, advertisement, marketing materials (e.g. brochure, presentations), and website copy.
- * Present ideas and final deliverables to internal and external teams, and communicate with partners/ senior manager about marketing programs, strategies, and budgets
- * Forecast sales performance trends and act proactively to meet targets

WHO WE ARE LOOKING FOR

- * At least 7 years of experience in marketing management, digital marketing or related function
- * Management experience
- * Bachelor's degree in Marketing, Business, Digital Strategy or relevant field
- * Excellent written and verbal communication skills in English
- * Background in content strategy and proven experience delivering marketing strategy, plans and campaigns
- * Strong project management, multitasking and planning skills
- * Data-driven marketing mind combined with strategic thinking ability
- * Curious and willing to deeply understand our market
- * Able to design for magic
- * Hands-on experience with SEO/SEM/SMM, google analytics and CRM tools
- * Entrepreneurial mindset and can-do mentality

If this sounds like you, please email hr@thnk.org with your CV and a cover letter in PDF format. Kindly note that applicants must have the right to work in the EU prior to applying for the position.

Deadline for application: 19 September 2021

Start date: As soon as possible

We are proud of the diversity at THNK and continually seek diverse perspectives to enrich our team. We're committed to being an equal opportunity employer and encourage everyone to apply!

PLEASE NOTE THAT WE DO NOT APPRECIATE THIRD-PARTY MEDIATION.