

LONDONREAL

Job Title: Head of Marketing

Company: London Real

Department: Operations

Salary: Negotiable depending experience

Location: Shoreditch – onsite

Reporting to: Senior Leadership Team

Working Hours: 09:00 - 18:30 (Mon to Fri)

About London Real

Founded in 2011, we are an independent global media company with an online platform with over 500 million views on YouTube and over 4,000,000 subscribers viewing our content across all channels weekly. We have recorded over 1000 interviews with some of the most influential and inspirational people in finance, technology, science, sports, entertainment, politics, and wellness. Our Academy courses incorporate the most powerful wisdom from our diverse guests on London Real as well as promoting financial freedom through DeFi.

At London Real, our mission is to transform humanity into a fully empowered, conscious, and cooperative species. We are a lean, agile and very ambitious organisation focused on continuous improvement in our products, content, and our processes.

Main Purpose of Role

London Real is seeking to appoint a new Head of Marketing who will be responsible for developing and overseeing the implementation of the marketing strategy of the business.

Leading our marketing activities, from digital campaigns to advertising and creative projects, the new Head of Marketing will build and manage our busy internal marketing department, taking ownership of the delivery across both business-as-usual strands as well as specific projects.

With a proven track record in digital marketing, the successful candidate will be responsible for ensuring that the business's goals are achieved across a number of areas including awareness, engagement and customer acquisition.

You will own the current series of campaigns across email, paid advertising, owned media and wider customer acquisition funnels and will have proven experience of working in these areas for large-scale organisations.

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Other Head of Marketing responsibilities include developing plans to help establish our brand, allocating resources to different projects and setting short-term and long-term department goals. If you're a skilled marketer, able to inspire your team members, we'd like to meet you. Ultimately, you will manage our marketing department in ways that promote higher profitability and competitiveness.

The ideal candidate will have outstanding communication and organisation skills to manage the many and varied stakeholders across a variety of issues and projects.

Key responsibilities

- Work with the senior leadership team to set strategic marketing goals and plans
- Craft strategies for all marketing activities including advertising, email campaigns, websites, promotional materials and events
- Manage execution of marketing workstreams to ensure activities are delivered at the required cadence
- Develop and manage the marketing calendar
- Ensure effective overall campaign management across deliverables
- Monitor and report on team goals
- Analyse consumer behaviour and determine customer personas/new marketing opportunities
- Monitor competition (entrants, offerings and new products/features)
- Coordinate sales and marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives
- Ensure that our messaging is strong and consistent across all channels and marketing efforts
- Identify opportunities to reach new market segments and expand market share
- Develop resource plan for the marketing department and support recruitment/outsourcing requirements
- Prepare and manage monthly budgets/KPIs/reporting for marketing activities
- Ensure all deadlines and objectives are met within the required timeframe

Experience/Requirements

- At least 5 years' experience as a Marketing Director/Head of Marketing within a media environment is essential
- A demonstrable track record of delivering successful campaigns, ideally within the media sector
- Strong understanding of marketing best practices and digital approaches
- Experience of managing an in-house team is essential
- Excellent communication and interpersonal skills
- Solid digital and marketing skills with the ability to learn new digital tools and concepts quickly

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- Degree educated, preferably within media, marketing, project management, technology, or any other relevant field
- As a digitally-focused organisation, excellent technology skills are a prerequisite
- A passion for digital marketing

Personal Skills

- A passion for digital and broadcast media
- Ability to learn quickly
- Act with respect towards your colleagues and work collaboratively to help the organisation succeed
- Work with enthusiasm and take pride in who we are and what we do as an organisation
- Take responsibility and ownership for your own work
- Flexible, can-do attitude with the ability to react calmly in a pressurised situation
- Attention & accuracy to detail
- Ability to work to tight deadlines and prioritise workload
- Excellent organisational and time management skills
- Problem solver
- Ability to maintain and build strong business partnerships with colleagues and third-party organisations

If you believe that you are a suitable candidate and are looking for a fantastic opportunity to work at an expanding media company, then please apply now.