



Position: Head of Marketing

Reports To: CMO

Salary Range: \$135,240 - 202,860

Position Summary

The Head of Marketing is responsible for providing strategic leadership to the marketing function and managing a team that oversees various aspects of the organization's U.S. and globally-based marketing efforts including, but not limited to, design, campaign management, content creation, performance marketing, marketing data analysis, and social media. This role is pivotal in aligning marketing initiatives with the overall organizational strategy and objectives, driving growth, KPI performance, and enhancing brand visibility.

Responsibilities

Strategic & Global Marketing Leadership

- Leads development and execution of integrated marketing strategies that drive awareness, engagement, and revenue across global markets.
- Owns the strategic marketing backlog, ensuring priorities align with organizational goals and deliver the highest value.
- Partners with leadership and cross-functional teams to align on roadmaps, coordinate backlogs, and plan releases.

Team & Project Management

- Manages a high-performing marketing team through agile practices including backlog refinement, sprint planning, and retrospectives.
- Builds a collaborative, accountable, and innovative team culture that prioritizes impact over activity.
- Oversees sprint progress, removes blockers, and ensures on-time delivery of marketing initiatives.
- Responsible for selection and management of marketing-owned vendors, agencies, and other service providers.

Performance Marketing & Data Ownership

- Owns marketing data and analytics—establishes KPIs, tracks performance, and regularly reports on marketing health to executive leadership.
- Uses data to inform decision-making, optimize campaigns, and recommend strategic shifts that improve ROI.
- Drives a performance-based culture focused on outcomes, conversions, and continuous improvement.

Digital & Content Marketing

- Directs strategy and oversees execution of digital marketing strategies across SEO/SEM, email, automation, content marketing, social media, and website.

- Ensures messaging and content are optimized for global audiences and support every stage of the member and learner journey.

Stakeholder Alignment & Communication

- Serves as a key marketing advisor and point of contact for internal stakeholders, providing clarity on timelines, priorities, and campaign readiness.
- Leads efforts to ensure alignment across departments and prepares stakeholders for product launches, marketing campaigns, and membership initiatives.

Budget & Resource Management

- Manages the marketing budget, ensuring alignment with strategy, effective use of resources, and measurable returns on investment.
- Identifies cost-saving opportunities and scalable approaches to deliver maximum impact.

Measures of Success

- Global reach & engagement: Growth in international traffic, leads, and conversions.
- Campaign effectiveness: Conversion rates, CTR, open rates, and ROI of digital and email campaigns.
- Member engagement: Improvement in member renewal rates, course upsell, and member benefit awareness.
- Team productivity: Sprint velocity, on-time delivery of backlog items, and team satisfaction.
- Brand awareness: Increases in brand recognition, share of voice, and positive sentiment across digital and social channels.
- Marketing ROI: Demonstrated value of marketing efforts through improved efficiency, CAC reductions, and contribution to revenue growth.

Supervisory Responsibilities

- Manages team of 5 - 10 team members
- Manages and balances personnel resources and assesses capabilities to reconcile with departmental needs
- Makes employment and pay decisions for subordinates and evaluates employee performance
- Mentors, coaches, and develops team members
- Builds a high-performance culture through strong leadership capabilities

Required Skills/Abilities

- Comprehensive understanding of marketing concepts and trends
- Exceptional performance marketing experience
- Experienced in setting and executing a global marketing strategy
- Exceptional campaign design and management skillset
- Ability to act as a leader to Scrum Alliance team members
- Excellent verbal and written communication skills
- Active listening and facilitation skills
- Excellent organizational skills and attention to detail



- Excellent time management skills with a proven ability to meet deadlines
- Excellent client relationship development skills and ability to navigate difficult conversations
- Ability to problem solve and make decisions in a timely manner
- Work collaboratively and productively with a diverse team, some members being virtual
- Ability to work with diverse internal and external stakeholders, with an emphasis on empathy, professionalism, and diplomacy
- Proficient with Google Workplace suite

Education & Experience

- Bachelor's degree or equivalent work experience required
- 7+ years of experience in marketing leadership, with a proven track record of developing and executing successful strategies
- 5+ years leading and managing a high-performing team
- CSPO certification required (can obtain during first 90 days of employment), A-CSPO or CSP-PO preferred
- Nonprofit and/or certification/membership background preferred
- Experience in education, edtech, or workforce training preferred
- Experience with sScrum tools for managing sprints and backlog items preferred
- Experience and understanding of scrum and agile methodologies preferred required