**Chief Marketing Officer**

**About the Company**

*[Introduce your company]*

**Job Summary:**

We are seeking a visionary **Chief Marketing Officer** to oversee all marketing operations of the firm and develop its marketing vision. The primary responsibilities of the Chief Marketing Officer will be to design, implement, and monitor effective marketing strategies that align with the firm’s business goals.

**Roles and Responsibilities:**

* Oversee all aspects of the Marketing function and build the Marketing team.
* Develop robust marketing strategies, the roadmap and plan for its execution, and own the execution of the plan.
* Set clear objectives and goals and oversee its day-to-day implementation.
* Research and define target audiences.
* Promote the firm as an innovator to the press and public and oversee outbound customer-facing communications across all media platforms.
* Identify, prioritize, and properly resource key initiatives aimed at increasing customer loyalty, satisfaction, and business revenue.
* Collaborate with business leadership to set KPI’s and manage against those KPIs.
* Establish OKRs for the marketing team, aligned across other key areas of the business including sales, product and finance.
* Manage the marketing budget, including suggested allocation of spend to achieve company targets.
* Expand, develop, and maintain media relationships to create a positive external and internal image associated with brand recognition.
* Partner with the digital product and engineering and data science to create differentiated solutions that leverage performance media and/or new innovations in marketing technology.

**Qualifications:**

* 5+ years proven experience as Chief Marketing Officer or similar role.
* Demonstrated strategic thinking skills combined with the ability to implement effective plans.
* Ability to interact with all levels of staff, board and external constituents.
* Strong creative instincts.
* Natural curiosity and ability to quickly assess and respond to new situations.