

Head of Marketing

Who we are

At OpenOrigins, we are in the business of bringing provenance and meaningful ownership to the digital world. This starts with building a federated platform that deserves to be widely trusted and can scale to millions of users. We are working with the world's leading media companies to ensure that our stellar engineering results in a stellar reception by Internet users around the world.

We are backed by a leading UK-based VC-fund and have offices in London and Birmingham.

About the role

At OpenOrigins, marketing is about taking concrete steps to convert our daringly ambitious vision into a reality that touches billions of lives. It is about aligning building awareness about how our products prevent the rise of a deepfake world and getting a core base of users engaged in the fight against disinformation.

We're looking for an experienced and T-shaped Head of Marketing who is motivated to do this and passionate about the application area. Our ideal candidate has experience developing and executing marketing campaigns while managing and inspiring a team. They will be comfortable with day-to-day marketing activities, as well as a long-term strategy, thriving with investors' meetings and pitching and the changing needs of a fast-growing startup.

If you love the rewarding challenge of building a brand that has a real impact at scale we want to hear from you.

Objectives of this Role

- Establish positioning, identify target audiences, and develop marketing strategies and plans with specific objectives across different channels and segments
- Hiring for the growing marketing team
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration

- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with design and web teams to build, design, test, and evolve lead nurturing tactics.

Daily and Monthly Responsibilities

- Improving our understanding of key personas and audiences
- Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public--facing communications, including print, digital, and video assets
- Conceptualize and execute multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- Manage content and updates for customer and internal touchpoints, establish budget guidelines, participate in events, document business processes, and provide additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify the effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders and investors about marketing programs, strategies, and budgets

Skills and Qualifications

- Proven experience developing marketing plans and campaigns
- A streak of curiosity and a strong sense of initiative
- Bachelor's degree in marketing, business, or related field is preferred
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with an eye for novel solutions

- Data-oriented mentality so you can rationally set and track KPIs and communicate them to stakeholders
- Experience with marketing automation and CRM tools
- Strong understanding of inbound and outbound marketing for the enterprise
- Previous hands-on experience with product/community-led company
- Previous startup experience in leadership roles
- Ability to set a company-wide marketing strategy and execute it