

## **Job Description – Marketing Director Biocryptology**

As Biocryptology's Director of Marketing, you will develop and oversee the organization's marketing and communication ventures. This primarily involves developing and implementing strategies to develop Biocryptology's market presence, support the company's sales goals and build a strong social media presence and brand recognition. This involves working closely with the sales team to develop strong revenue and customer growth.

The ideal candidate will be an experienced professional with a global mind set, experience in a non-corporate environment and passion for the job, able to employ unique marketing techniques. He or she will be a skilled marketing strategist and able to drive creativity and enthusiasm in others, while also contributing to tactical execution of the strategy.

### **Duties of the Marketing Director**

- Establish and grow a target market share.
- Develop the marketing strategy and implement marketing plans, including promotional calendars and programs, new product introductions, campaigns, events, digital marketing, PR and other marketing projects.
- Develop, implement and/or oversee the internal and external communication strategies for the organisation.
- Develop and implement the brand strategy and corporate identity.
- Develop innovative advertising, public relations, social media and events.
- Manage social media presence and direct programs to build a strong social media reputation and recognition and build a strong social media presence across all digital channels for all verticals.
- Manage the operation of the company's websites and email marketing program.
- Lead Biocryptology's efforts in gathering new leads and nurturing prospects at key industry events and exhibitions.
- Develop and manage marketing budgets and monitor costs and budgets.
- Measure and report performance of all (digital) marketing campaigns, and assess them against company goals (ROI and KPI's).
- Lead and build the marketing team, including hiring, training, workloads, schedules and deadlines and guiding the day to day activities of the marketing team.
- Working closely with the Sales team, enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations. Co-develop sales forecasting.
- Work closely with the product/tech team to define marketing materials and programs for the launch of new products and services.
- Manage agencies, consultants, freelancers and other suppliers, including contract negotiation and management. Negotiate with (media) partners to guarantee advantageous contracts.
- Undertake continuous market research and analysis of competitive environment and consumer trends, to develop a strong profile for Biocryptology's target audience (buyer personas). Conduct customer, brand and product research initiatives.

## **Requirements of the role**

- Bachelor or Master degree in Marketing.
- Minimum of 15 years Marketing experience, of which at least 3 years in a similar role.
- Proven track record of success in senior marketing roles, B2B and B2C.
- Experience in a non-corporate environment or start-up environment, building an organisation and its marketing activities from the ground. Flexibility and being autonomous are key as well as the capacity and willingness to wear different hats within the marketing department.
- Extensive experience in product and services marketing, demand generation, sales and brand development.
- Extensive knowledge of and experience in social media platforms and digital marketing.
- Experience in marketing mobile apps.
- Lived and worked abroad for at least 5 years.
- Fluent or native English, high level Spanish.
- Self-starter with an entrepreneurial mind-set and a “Can Do” and hands-on attitude.
- Experience in managing teams. Confident, driven and dynamic leader.
- Excellent written and verbal communication and interpersonal skills.
- Familiarity with the creative side of marketing and design.
- Attention to detail.
- Budget and cost analysis experience.
- Passionate about technology and security.
- You know your own weaknesses and can work around them through delegation, collaboration and excellent resource utilization.

## **Nice to Have:**

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- Experience to develop and grow a team.
- Experience in security marketing.