

JOB DESCRIPTION

MARKETING DIRECTOR

Level	Director
Capacity	Full time
Type	Managerial (employee)
Location	Dexibit's Auckland office
Reports to	CEO

Dexibit's big data analytics software for visitor attractions predicts and analyzes visitor behavior, bringing more visitors through the door, engaging more and coming back.

The Marketing Director is responsible for developing brand messaging and stories, executing on the marketing plan in collaboration with customer management and technology functions.

Responsibilities

This role is responsible for:

1. Working with the Board and the Senior Leadership Team to develop, execute and report on the company's vision of market leadership in big data analytics for visitor attractions, including representation to shareholders and the press
2. Collaborating with sales, success, product and technology functions to author the company's marketing strategy, under a Board directed investment thesis, continuously providing company wide communications to align the team
3. Defining the target market and buyer personas to inform marketing execution, while sharing these with product, sales and success, monitoring the competitive landscape and arming the customer team with related insights and messaging
4. Executing on the marketing strategy across brand awareness, lead generation, customer marketing and employer brand objectives within the marketing budget, developing Dexibit's brand, messaging and stories, plus marketing and sales collateral
5. Managing Dexibit's website, social media, email marketing, online advertising and event channels and authoring content for Dexibit's blog, podcasts, video series, downloadables and case studies
6. Coordinating Dexibit's press and award activities
7. Coordinating channel partnership involvements
8. Creating a feedback loop via pipeline metrics and advocating for metrics driven decision making for channel performance, conversion rates and customer acquisition costs
9. Assisting the customer function by supporting presales, post sales or partnership efforts
10. Proactively headhunting a pipeline of new recruits in line with the company's hire plan, efficiently onboarding, managing delivery and facilitating ongoing education for the marketing team; fostering a collaborative and respectful team culture and decision making structure which values diversity of thought

Requirements

- Bachelor's degree or higher
- Experience driving lead generation outcomes
- Experience in digital, traditional and customer marketing
- Marketing analytics ability (especially Google Analytics)
- Editorial skills in video, audio, graphic design and written word
- Non technical know how in web content management
- An understanding of event management