



## Head of Marketing

**Department:** Marketing

**Reports to:** CEO

**Contract:** Permanent

**Office Location:** New Malden, Greater London

**Working Arrangement:** at least 3 days in the office

**Salary:** Competitive + attractive benefits package

## Key Responsibilities:

### Develop & Lead Overall Marketing Strategy

- Craft and execute integrated marketing plans to achieve **growth targets** and position Saville as a top choice in the HR tech market.
- Align marketing strategy with **Sales**, **Product**, and **Leadership** to ensure consistent messaging and brand identity across all channels.

### Demand Generation & Growth

- Plan and optimize **multi-channel campaigns** (digital, content, events, podcast) to generate **qualified leads** and pipeline.
- Introduce **new channels** and test growth marketing tactics, leveraging data for continuous improvement.

### Hands-On Execution

- Remain **deeply involved** in day-to-day tasks (e.g., drafting campaign briefs, supervising HubSpot automations, or analyzing performance metrics).
- Use **marketing automation** and analytics tools (e.g., HubSpot) to drive lead generation and measure results.

### Team Leadership & Mentorship

- Build, manage, and **mentor** a high-performing marketing team, providing professional development and guidance.
- Oversee hiring for **additional marketing roles** over the next few years, ensuring an agile and efficient structure.

### Collaboration & Stakeholder Engagement

- Partner with **Product Marketing**, **Sales**, and **Operations** to create synchronized go-to-market strategies and nurture campaigns.
- Speak up in **leadership and senior management** forums, representing marketing's perspective and championing a data-driven mindset.

### Data-Driven Optimization

- Leverage **analytics** to monitor campaign performance, CAC, payback periods, and pipeline attribution.
- Present **key marketing metrics** to the exec team and private equity owners, guiding strategic decisions.

## Brand & Positioning

- Refine **value propositions** for our pre-hire and post-hire solutions, ensuring consistent messaging across all touchpoints.
- Champion the Saville brand, driving **thought leadership** initiatives such as whitepapers, research reports, industry events, and speaking engagements.

## Budget & Resource Management

- Own the **marketing budget** with a focus on maximizing ROI.
- Collaborate with external agencies and partners where needed, ensuring alignment on objectives and outcomes.

# Requirements & Experience:

## B2B SaaS Experience

- Minimum 3+ years in **senior marketing roles** (e.g., Marketing Director, Head of Marketing) within a B2B SaaS environment.
- Familiarity with **growth marketing, demand generation**, and **marketing automation** is essential.

## Hands-On & Data-Driven

- Comfortable both **developing strategy** and **executing** day-to-day tasks (e.g., writing briefs, analyzing campaign data).
- **Analytical mindset**: experienced in using metrics (CPL, CAC, payback) to guide decisions.

## Marketing Automation & Tools

- **HubSpot** experience strongly preferred; understanding of multi-channel ad platforms (LinkedIn, Google Ads).
- Track record managing **SEO/SEM**, content marketing, ABM, and events.

## Team Leadership & Collaboration

- Demonstrated ability to **recruit, lead**, and **mentor** marketing teams in a fast-growing environment.
- Exceptional communication and **stakeholder management** skills, partnering with Sales, Product, and senior execs.

## Project & Budget Management

- Skilled at **prioritizing** initiatives, juggling multiple campaigns, and achieving **deadlines**.
- Capable of **forecasting** marketing spend, ROI, and presenting findings to leadership and private equity stakeholders.

## Apply Now

If you are interested in applying, please complete the form on the [website](#).

If you have any questions about this opportunity or the assessment process please contact us at [careers@savilleassessment.com](mailto:careers@savilleassessment.com).

Applicants must have the right to live and work in the UK.