

# Spain Jobs Expertini®

## VP of Marketing

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Company: TravelPerk

Location: Spain

Category: other-general

### Role

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**We are looking for an experienced VP of Marketing who will bring a combination of ambitious and creative thinking as they join our Revenue Leadership Team Reporting directly to the Chief Revenue Officer the VP of Marketing will own all aspects of the Marketing function globally leading our brand strategy driving growth through strategic initiatives and overseeing all aspects of marketing including growth marketing brand development and Public Relations We have bold growth plans through 2024 and beyond; your leadership will be instrumental in boosting our trajectory expanding our footprint and reinforcing our presence as a global powerhouse**

**What will you be doing?**

**Your mission will be to develop amp; scale a worldclass Marketing function that will drive demand for TravelPerks products and services establishing us as THE leading business travel solution for SMBs in Europe amp; the USnbsp;**

**Strategy: Develop and execute comprehensive marketing strategies to drive brand awareness customer acquisition and revenue growth across all channels Lead all aspects of the marketing strategy including brand growth customer and marketing operationsnbsp;**

**Team leadership: Lead and mentor the marketing team currently ~25 members across Social PR Brand Paid SEO Content CRM amp; Marketing Ops to be highperforming reliable experts known for their impact Create an efficient organizational**

structure where all team members can thrive

**Brand building: Build a worldclass B2B brand Provide a strategic vision for TravelPerks brand and ensure robust integrated and successful delivery**

**Develop a compelling product narrative and value proposition of TravelPerk offerings  
Grow awareness and establish TravelPerk as the business travel solution of choice for SMBs in Europe amp; North America Ensure consistency of communication across all channels and touchpointsDrive thought leadership initiatives and establish TravelPerk as a trusted B2B SaaS travel industry leader  
Lead generation: Create a unified gotomarket motion between Sales amp; Marketing Build a scalable demand generation engine Design customer and prospect personas and journeys to drive demand generation that can take TravelPerk to 1bn in Revenuensp; Define and implement innovative marketing campaigns and initiatives to engage target audiences and generate leads ensuring the measures are in place and utilised to drive strategic change and decisionmakingnbsp; MarTech: Build and optimise the marketing tech stack Leverage multitouch attribution lead scoring web analytics multivariate testing marketing automation etcCollaboration: Collaborate closely with crossfunctional teams especially Product Creative Design and Salesnbsp; to align marketing efforts with business objectives and revenue targetsAnalysis: Oversee the analysis of market trends competitor activities and customer insights to inform strategic decisionmaking and optimise marketing performanceMeasurement: Develop metrics monitor and report on key performance metrics ROI and KPIs to track the effectiveness of marketing efforts and drive continuous improvement**

**What will you need to succeed?**

**Proven track record of success in senior marketing roles preferably within the B2B SaaS industryExperience in successfully leading senior managers and orgs of 30 peopleDemonstrated experience in developing and executing comprehensive marketing strategies that drive growth and achieve business objectives**

**Demonstrable experience in demand generation pipeline generation website conversion optimisation brand marketing amp; positioning creating content marketing machines and attribution modelsExcellent analytical skills using data to drive growth and success of the Marketing function GTM function and overall businessStrong leadership skills with the ability to inspire and motivate a team to deliver**

exceptional results; Proven ability to recruit develop and retain highperforming and geodistributed marketing teams in highgrowth companies;Excellent communication and interpersonal skills with the ability to effectively collaborate with crossfunctional teams and stakeholdersStrategic thinker with a datadriven approach to decisionmaking and a strong focus on results Ability to deliver analyses autonomously as they relate to marketing performance and business results;Creative thinker with a passion for innovation and a deep understanding of marketing trends and best practices

#### Our benefits

Competitive compensation including equity in the company; Generous vacation days so you can rest and recharge; Health perks such as private healthcare or gym allowance depending on location; Flexible compensation plan to help you diversify and increase the net salary; Unforgettable TravelPerk events including travel to one of our hubs; A mental health support tool for your wellbeing; Exponential growth opportunities; VolunteerPerk We offer 16 paid hours per year that you can use to give back to society by volunteering for a charity of your choice Work from anywhere in the world allowance of 20 working days per year IRL English or Spanish Lessons are held in the Barcelona office

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