

Job Description – Chief Marketing Officer/Head of Marketing

About Workbooks

Launched in 2010 by a successful team of entrepreneurs, Workbooks.com has rapidly become one of the fastest growing providers of web-based CRM and Business Applications.

Our suite of cloud based applications are specifically designed for mid-size organisations helping them grow their revenues, streamline business processes and reduce operational costs.

Our customer base spans many industry sectors including Professional Services, Not-for-profit organisations, IT & Telecommunications, Transport & Logistics and Manufacturing. We pride ourselves on providing outstanding levels of customer commitment and customer service to all our customers.

Recent accolades include:

- Rated Best Sales & CRM Provider by BESMA in 2016
- Rated No.1 CRM vendor globally for customer satisfaction in 2015 by G2crowd, a customer review site.
- CRM product of the year 2013, 2014 and runner-up in 2015 by Network Computing
- Top rated CRM by TrustRadius in 2015

The Role

Workbooks is looking to recruit an exceptional marketing leader to join our management team and help us take the business through its next stage of growth. You will be responsible for designing and implementing go-to-marketing strategies which align with the strategic goals of the business.

This is a new role for the business and you will be managing the existing marketing team, reporting directly to the CEO. The role will initially focus on accelerating our customer acquisition in the UK, however the ambitions of the business are international growth. Therefore a key aspect of this role is defining marketing strategies which we can execute globally as the business scales.

About You

You will be an experienced B2B marketing leader working in the technology sector. You will already understand the economics of cloud businesses and be experienced in the CRM and business applications market.

You will have leadership skills, creativity, and business experience in equal measure. You will be willing to present to an audience of a thousand people on stage and willing to roll-up your sleeves and draft a blog post or mailshot. You will understand B2B sales processes, know when sales need help from marketing and know when it's appropriate to push back.

You will already be familiar with CRM and marketing automation solutions, you will know what good website design looks like and how to execute a social media strategy. You will be data driven, want to measure everything and willing to try new things.

You will be excited about working directly for a software vendor, you will want to make a difference and you must enjoy the challenge.

Most of all you will know what success looks like and how it's achieved.