

Vice President of Marketing

About Us

Leadership Circle is a global leader in leadership development on a mission to evolve the conscious practice of leadership. Through its tools, methodology, and consulting approach, Leadership Circle aims to integrate the otherwise fragmented field of leadership development. With more than 10,000 Certified Practitioners across the globe seeking to bring The Universal Model of Leadership to leaders, Leadership Circle has worked with more than 200,000 senior leaders to actively improve their leadership. 38% of Fortune 50 companies use Leadership Circle in their organizations.

Leadership Circle prides itself not only on its access to best practices but also on the talent of its people. Employees enjoy a supportive company culture and ample opportunity to grow as the company scales. We think it's a fantastic place to work and are confident you will too.

Benefits include health insurance, paid vacation, employer 401(k) contributions, healthy lifestyle reimbursement, and more.

The Role

Overview

We are looking for an experienced Vice President of Marketing to join our growing company. Of particular importance is expertise in digital marketing, specifically lead generation, qualification and measurement. As the VP of Marketing, you will create our digital marketing strategies, lead and develop a team to execute on those strategies, use measurement and analytics to evaluate and report on those strategies, and more!

You will work closely with our CMO to ensure the proper systems are in place to achieve our aggressive marketing goals. This is a hybrid role that will require great leadership and world-class execution.

Job Duties and Responsibilities:

- Assist in creation of short- and long-term marketing strategy/plan
- Lead team in execution of said marketing strategy/plan
- Establish rigorous measurement and reporting around marketing's key efforts
- Manage marketing department budget
- Manage relationship with SEO/PR agencies
- Evaluate and optimize marketing efforts
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for the CMO and Global Leadership Team
- Responsible for region-specific marketing resources and strategies
- Conduct market analysis to identify challenges and opportunities for growth
- Track competitors' activities
- Forecast hiring needs for the Marketing department

Requirements:

- 10+ years of marketing experience
- Bachelor's degree or equivalent experience
- Successful track record as a VP of Marketing, Marketing Director or other senior marketing role
- Demonstrable experience designing, implementing and measuring successful marketing campaigns
- Practical knowledge of SEO, web analytics and Google Adwords
- Experience with CRM software and digital marketing tools and techniques
- Lives and breathes lead generation, qualification, journeys, funnels, etc.
- Strong leadership and team development skills
- Excellent communications skills (both written and verbal)
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions

Reports to:

- Chief Marketing Officer

Location:

Remote (HQ is in Salt Lake City, UT if in-office work is desired by candidate)