

# VICE PRESIDENT OF MARKETING

Prepared by Lucent Search  
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# Vice President of Marketing

## Job Title: Vice President of Marketing

### Location:

[Location] (Opportunities for remote/hybrid/flexible work available)

### Reports to:

Chief Executive Officer

## Role Purpose

Join [Company Name], a trailblazer in the AI industry, as our Vice President of Marketing. This pivotal role will place you at the forefront of our mission to revolutionize industries through AI-driven solutions. With flexible work arrangements from our headquarters in [Location], you'll have the opportunity to build and implement cutting-edge marketing strategies that establish our brand as a thought leader in AI and drive accelerated growth. As VP of Marketing, your leadership will be essential in crafting compelling narratives, positioning our products to meet the needs of evolving markets, and cultivating strong connections with a diverse global audience.

## Company Overview

- **About Us:** [Company Name] is redefining [specific industry applications, e.g., 'predictive analytics for healthcare' or 'AI-powered financial services']. We combine advanced technology with visionary insights to deliver AI solutions that transform industries. Our products and services drive measurable impact, making us a trusted partner for our clients.
- **Our Culture:** We're innovators and collaborators, committed to excellence in everything we do. Our culture is built on inclusivity, continuous learning, and a passion for the transformative potential of AI. We invest in our people, fostering a dynamic environment where bold ideas are encouraged and where each team member can grow.
- **Achievements:** We're recognized globally for our contributions to AI and have received numerous industry accolades, including [specific awards relevant to the AI sector]. These achievements underscore our commitment to innovation and reinforce our reputation as an industry leader.

## Key Responsibilities

- **Strategic Leadership:** Define and execute a marketing vision that elevates our brand as a leader in AI, with a focus on both market penetration and brand loyalty. Align marketing strategies with corporate objectives to drive customer acquisition, retention, and revenue growth.

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- **Product Positioning and Messaging:** Craft and refine a unique value proposition and messaging for our AI products, ensuring our solutions resonate with target audiences in specific industries.
- **Brand Management:** Oversee the evolution and consistency of our brand identity across all channels, positioning [Company Name] as a thought leader and trusted advisor in AI.
- **Team Leadership:** Lead and inspire a multidisciplinary marketing team, promoting a culture of excellence, agility, and innovation. Identify opportunities for professional development and ensure the team is equipped to execute strategic initiatives.
- **Market Research and Insights:** Conduct and synthesize market research to identify emerging trends, competitive threats, and opportunities in the AI sector, shaping both short-term tactics and long-term strategies.
- **Campaign Management and Demand Generation:** Plan, launch, and analyze the performance of demand generation campaigns that span digital advertising, content marketing, events, webinars, and more.
- **Customer Insights and Retention:** Leverage CRM data, feedback loops, and industry analytics to inform customer-centric strategies that increase engagement and loyalty.
- **Budget Management and ROI Optimization:** Develop and manage the marketing budget with a data-driven approach, focusing on maximizing ROI and reallocating resources as necessary to optimize campaign outcomes.
- **Technology and Innovation:** Stay ahead of trends in marketing technology, introducing innovative tools (such as AI-driven marketing platforms) to increase efficiency and precision in targeting, lead generation, and customer retention efforts.
- **Cross-functional Collaboration:** Partner with Sales, Product, and Customer Success teams to ensure cohesive messaging, feedback-driven product improvements, and aligned objectives that support business goals.

## Required Skills and Qualifications

- **Experience:** [X]+ years of experience in senior marketing roles, preferably within high-growth tech or AI companies. Proven track record of success in [SaaS, B2B technology, or enterprise-level] [product/consultancy] marketing.
- **Industry Expertise:** Deep understanding of AI, machine learning, or advanced analytics and the ability to translate complex technical concepts into compelling marketing narratives.
- **Strategic Vision and Execution:** Ability to design and implement impactful marketing strategies that drive measurable business outcomes and align with corporate growth plans.
- **Leadership and Team Development:** Proven experience in building, mentoring, and scaling high-performance marketing teams. Demonstrated ability to foster a collaborative and high-achieving team environment.
- **Analytical Proficiency:** Strong grasp of data analytics, with experience in using data to inform decisions and an ability to communicate insights effectively to the executive team.
- **Tech Savvy:** Proficient in modern marketing automation platforms (e.g., HubSpot, Marketo) and CRM systems (e.g., Salesforce). Familiarity with AI-driven marketing tools is a plus.

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- **Creative Mindset:** Innovative, with a flair for building engaging narratives, campaigns, and digital experiences that resonate with AI customers and stakeholders.
- **Educational Background:** Bachelor's degree in Marketing, Business, Communications, or a related field; Master's degree or MBA preferred.

## Perks and Benefits

Clearly outline the benefits and perks of the role.

## How to Apply:

End with a strong call to action encouraging candidates to apply. Include a direct link to the application page and provide contact information for further queries.

Please ensure each job description includes all relevant information in compliance with local, state, and national laws. This includes:


- **Salary Information:** Provide a clear salary range to maintain transparency and meet legal requirements.
- **Privacy Policies:** Protect candidate privacy by following all applicable data protection and privacy laws.
- **Equality & Non-Discrimination:** Include an equal opportunity statement to uphold our commitment to a diverse, inclusive workplace that does not discriminate based on race, gender, age, disability, or any other protected characteristic.
- **Accessibility:** Make reasonable accommodations available for candidates with disabilities and include information on how they can request assistance throughout the hiring process.
- **Environmental and Social Responsibility:** If your company has sustainability initiatives or community engagement programs, mentioning them briefly can attract candidates who prioritize working for socially responsible employers.
- **Transparent Hiring Process:** Briefly explain the hiring process (e.g., "Our interview process typically includes three stages: an initial screening, a technical interview, and a final interview") to help candidates know what to expect.

# Get In Touch



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Search Smart, Build Smart, Grow Smart

At Lucent Search, we specialize in connecting high-growth technology companies in the AI sector with the talent they need to accelerate growth, secure funding, and drive successful exits. Our expert team combines cutting-edge tools, data-driven insights, and a personalized approach to deliver candidates who align with your unique needs, challenges, and culture. Headquartered in Edinburgh, our global operations support investors, businesses and professionals in the UK, Europe and USA.



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