

CHIEF MARKETING OFFICER

Prepared by Lucent Search
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Chief Marketing Officer

Job Title: Chief Marketing Officer

Location:

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

Reports to:

Chief Executive Officer

Role Purpose

Join [Company Name], a pioneering leader in artificial intelligence, as our Chief Marketing Officer. Based in [Location] with flexible work arrangements, you will take the helm of our marketing vision to propel growth, elevate brand identity, and reinforce our market leadership in the AI sector. As a key member of the executive team, you'll develop data-driven strategies to enhance our brand presence and showcase our innovative AI solutions to a diverse client base. This is a high-impact role where your leadership will drive strategic initiatives that shape both our marketing and business landscapes.

Company Overview

- **About Us:** [Company Name] is at the forefront of AI innovation, committed to advancing artificial intelligence solutions that transform industries and empower businesses. Our mission is to harness the power of AI to create solutions that are not only impactful but also ethically sound and accessible.
- **Our Culture:** We cultivate a dynamic and inclusive culture that values collaboration, intellectual curiosity, and innovation. As a fast-growing AI company, we attract top talent and foster a supportive environment that champions professional growth and thought leadership.
- **Achievements:** Our innovative AI products and client-centered approach have garnered numerous awards, earning us a strong reputation as both a sought-after employer and a trusted AI partner.

Key Responsibilities

- **Strategic Vision and Execution:** Spearhead the development and execution of data-driven marketing strategies that align with our business goals, focusing on driving growth and maximizing market share in AI.
- **Brand Leadership:** Define and enhance the company's brand voice in the AI industry, ensuring a consistent, compelling brand presence across all touchpoints, including conferences, digital channels, and strategic partnerships.
- **Team Development:** Build and lead a high-performing, interdisciplinary marketing team skilled in digital, content, and product marketing. Mentor and inspire the team to excel and deliver innovative, results-driven campaigns.

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- **Market Insights and Analytics:** Conduct detailed market research and competitive analysis to uncover emerging trends in AI, customer preferences, and competitive positioning. Utilize these insights to inform marketing strategies and enhance our competitive edge.
- **Campaign Strategy and Management:** Oversee the design and execution of multi-channel marketing campaigns, leveraging digital marketing, content creation, and AI-driven personalization to maximize outreach and engagement.
- **Budget Oversight and ROI Management:** Manage and optimize the marketing budget, ensuring efficient allocation of resources and demonstrating ROI through effective performance metrics.
- **Performance Analysis:** Establish and track KPIs to assess the impact and effectiveness of marketing initiatives. Regularly report insights and performance metrics to the executive team, making data-driven adjustments as necessary.
- **Cross-Functional Collaboration:** Work closely with product, sales, and engineering teams to ensure cohesive messaging and alignment between marketing campaigns and product development goals, fostering a unified brand experience.
- **Innovation in Marketing Technology:** Stay ahead of industry trends and explore emerging marketing technologies, including AI-driven tools, to drive personalization, automation, and insights within the marketing function.
- **Customer Engagement and Retention:** Develop and implement strategies to enhance customer engagement, utilizing CRM systems and customer-centric tools to nurture relationships, increase retention, and improve customer lifetime value.

Required Skills and Qualifications

- **Experience:** Minimum of [X] years in a senior marketing role within a tech or AI-focused company, with demonstrated success in driving growth and market presence.
- **Leadership and Team Building:** Proven track record in leading, mentoring, and growing high-performance marketing teams with a focus on creativity and data-driven decision-making.
- **Strategic Visionary:** Strong strategic thinking skills, with the ability to develop and execute long-term marketing plans tailored to the unique dynamics of the AI industry.
- **Analytical and Data-Driven:** Expertise in interpreting complex market data and analytics to inform marketing strategies and demonstrate measurable success in campaigns.
- **Technical Expertise:** Proficiency with marketing automation tools, CRM platforms (e.g., Salesforce), and digital marketing ecosystems. Familiarity with AI and machine learning concepts is highly desirable.
- **Communication Skills:** Outstanding verbal and written communication skills, with an ability to convey complex ideas simply and persuasively to both technical and non-technical audiences.
- **Project Management:** Strong organizational skills, with the ability to manage multiple projects simultaneously and deliver on-time, high-quality results.
- **Educational Background:** Bachelor's degree in Marketing, Business, or a related field; a Master's degree or equivalent in marketing, business, or data science is preferred.

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- **Certifications:** Relevant certifications (e.g., AI marketing certification, Certified Marketing Executive) are advantageous.

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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Lucent / Search
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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Technology Leadership Insights

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