

Document title:

## Job Description « VP Marketing »

Document Type:	Job Description
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File Name:	Job Description
Niveau de sécurité:	General Business Use

<b>Job role</b>	<b>VP Marketing</b>
<b>Department</b>	Sales
<b>Location / Working place</b>	USA
<b>Reporting to</b>	Chief Revenue Officer

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## Mission

- Develop and implement a cohesive marketing plan to increase brand awareness
- Design, implement and monitor effective marketing strategies that drive lead generation
- Develop and maintain sales support materials
- Ensure corporate marketing and product marketing plans and programs are aligned with overall corporate strategy
- Contribute to WIS@key revenue and profitability increase and sales strategy

## Main responsibilities

- Create and present the annual marketing plan and strategy
- Plan, implement and manage marketing strategy
- Analyze company's marketing strategy and suggest improvements
- Design and review the Marketing department's budget
- Set marketing goals and objectives
- Build relationships with media and stakeholders through creative PR strategies
- Manage digital marketing strategy including SEO and website as well as social media
- Determine KPIs for marketing department
- Track KPIs on a regular basis and present reports
- Work with sales and development and customer success teams
- Use data and reports to make evidence-based decisions
- Conduct market analysis to identify challenges and opportunities for growth
- Monitor all marketing campaigns and improve them when necessary
- Provide guidance and ideas to organize effective marketing events
- Stay up to date with the latest technology
- Track competitors' activities

## Main interfaces

### Internally :

- Marketing team
- Sales Directors & FAEs
- Executive Team
- BU Managers, PLMs, Customer Service

### Externally :

- Customers & Partners

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The logo for WIS@key, featuring the word "WIS@key" in a bold, red, sans-serif font. The "@" symbol is stylized with a red outline and a white fill.

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## Requirements

<b>Educational background / diplomas</b>	Bachelor's degree in Marketing, Business or similar with Master's degree preferred
<b>Experience</b>	<ul style="list-style-type: none"><li>• Proven work experience as a senior leader in marketing</li><li>• Proven leadership experience carrying out marketing efforts, including planning, prioritizing, and implementing strategy</li><li>• Metric driven and have the ability to draw insight from complex marketing data</li><li>• Experience in building brand awareness and recognition</li><li>• Ability to understand and learn technical concepts related to company products</li><li>• Customer facing marketing</li><li>• Marcomm and PR, IR a plus</li><li>• Demonstrable experience designing and implementing successful marketing programs</li><li>• Expert with SEO, web analytics, etc.</li><li>• Experience with CRM and digital marketing tools and techniques</li><li>• Strong leadership skills</li><li>• Excellent communications skills</li><li>• Strong analytical and project management skills</li><li>• Strong budget and budget management experience</li><li>• Event and exhibit experience</li><li>• Webinar and social media event management</li><li>• Strategic mindset, with ability to make difficult decisions</li></ul>

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<b>Skills</b>	<ul style="list-style-type: none"><li>• Deep, demonstrable understanding of marketing strategy development, execution for new and existing brands</li><li>• Ability to create and execute innovative marketing strategies to profitably increase revenue and grow the brand</li><li>• Expert knowledge of Website messaging, SEO, etc.</li><li>• Social media strategy expertise and influencer marketing</li><li>• Deep skills in marketing campaign development, execution and leveraging data and analytics to improve results and increase ROI</li><li>• A proven track record of aligning the organization and owners around the brand and marketing strategy</li><li>• An entrepreneurial, agile, creative mindset</li><li>• A focus on leadership by example</li><li>• Excellent written and verbal communication skills</li><li>• Good interpersonal and multi-tasking skills</li><li>• Comfort with adapting and adjusting to multiple demands, shifting priorities, ambiguity, and rapid change</li></ul>
<b>Others</b>	<ul style="list-style-type: none"><li>• International and Domestic Travel will be required</li></ul>

To apply, please send your CV and your motivation letter to Isabelle Pecharroman, WISeKey HR manager, exclusively by email to [ipecharroman@wisekey.com](mailto:ipecharroman@wisekey.com)