

Overview:

Our client is a growth-equity enterprise software business transforming how large organisations attract, engage and hire talent. They are now looking for a VP of Marketing to build the marketing function from the ground up, owning positioning, content, demand generation, product marketing and the systems behind it. This is a genuine 0→1 leadership role for a commercially minded B2B SaaS marketer who understands complex enterprise buying journeys and can connect Marketing directly to pipeline quality, opportunity progression, win rate, ACV and revenue growth.

Responsibilities:

- Build and lead the marketing function from the ground up, establishing the strategy, operating model, technology, partners and future team required to scale.
- Define and sharpen the company's positioning, translating a complex enterprise technology product into clear, differentiated customer value.
- Build a content and buyer education engine around the real questions, challenges, objections and decisions enterprise customers face.
- Develop thought leadership, customer proof, events, webinars, nurture programmes and content that helps customers move through complex buying journeys.
- Create demand and engagement within priority enterprise accounts and buying groups, strengthening outbound conversion while building sustainable inbound demand.
- Work directly with Sales on live opportunities, creating proof, content and enablement that improve buyer confidence, deal progression, win rates and ACV.
- Partner closely with Product on positioning, launches, packaging and translating product capabilities into language enterprise buyers care about.
- Create a connected customer journey across Marketing, Sales and Customer Success, removing traditional functional handoffs.
- Build the marketing operations, data and reporting infrastructure required to measure pipeline quality, buying-group engagement, opportunity progression, win rate, ACV and revenue impact.
- Use AI meaningfully across research, content creation, analysis and automation to build a highly leveraged, AI-native marketing function.

Requirements:

- Strong B2B SaaS or enterprise technology marketing experience, ideally working with complex enterprise customers and buying groups.
- Proven experience building or materially shaping a marketing function from 0→1 in an early-stage or scaling business.
- Strong GTM, growth and commercial orientation, with a clear understanding of Marketing's impact on revenue.
- Demonstrated strength across positioning, content and demand generation.
- Experience working closely with Sales and Product to support pipeline quality, opportunity progression, win rates and ACV.
- Excellent writing and communication skills, with the ability to simplify complex technology into clear customer value.
- A strong understanding of modern B2B buying behaviour and how Marketing should support complex enterprise sales journeys.
- Practical, meaningful use of AI across research, content creation, analysis and automation, combined with a hands-on, action-oriented approach.