

# Kudos

## Head of Growth Marketing

Are you a talented and experienced digital marketer with a track record of scaling B2C sales within a start-up environment? If so, we've got a great opportunity for you to join our team and lead a programme of marketing to deliver substantial growth over the next 3 years from an award-winning platform, established in 2014, with over 400,000 researcher-users. Early adopters of our freemium service including prominent researchers and research groups around the world. You will join a team with a passion for science communication, working together to transform how research knowledge is shared. This is a full-time, remote-working role.

### About the role

Reporting to the CEO, we offer you the opportunity to make your mark, scaling sales of our premium, web-based subscription services for researchers and research groups. **Kudos Pro** was launched in 2021 and is gaining momentum. We are now ready to build on this early sales success with the introduction of a dedicated growth marketing team, which you will hire and lead (1-2 additional roles initially, thereafter scaling) in addition to appointing and manage agency support. You will already have experience of delivering growth in a digital B2C SaaS environment (users and freemium conversions), and knowledge of the research / Higher Education sector would be an advantage. You will combine analytical and creative skills to create and deliver a compelling proposition across multiple channels, carefully analysing and adjusting your team's activities to optimise platform users and conversions. This is a leadership position within our small but fast-growing, mission-led organisation and one where success will lead to a developing career with the opportunity for rapid progression.

Areas of responsibility include:

- Optimising our marketing funnel / conversion rates – converting interest into trials and subscription sales directly with researchers and research groups and through university and publisher partnerships

## Kudos

- Optimising readership for content created by our user-community with academics, the public, media, policy makers, educators and industry (content marketing and content syndication partnerships)
- Setting overall budgets and targets for each channel; analysing and responding to insights for continuous marketing performance improvement
- Development and prioritisation of marketing and communication plans
- Hands-on execution of paid search, paid social, content production, marketing content, email campaigns as well as managing others to do so
- Management of CRM system (HubSpot) and selecting technology to support our performance marketing activities
- Recruiting, managing and developing internal marketing staff
- Selecting and managing agencies to supplement in-house capabilities, if required
- Supporting the Chief Customer Officer in translating customer feedback into product enhancements
- Help us build a trusted, world-wide recognised brand

Ideal experience / skills include:

- 5+ years of B2C SaaS growth marketing experience (organic & paid)
- Start-up / rapid scaling environment
- Marketing automation and workflows
- A data-driven, analytical mindset
- Familiarity with HubSpot
- A self-starter, finisher completer
- Excellent communication skills both written & verbal
- A hands-on approach to work, ambitious and driven
- Previous experience in managing and developing a team beneficial
- An affinity with researchers and / or the Higher Education sector
- Adaptable and entrepreneurial

Benefits include:

- 25 days holiday
- Performance bonus
- Statutory pension scheme

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## How to apply

To apply, please send your CV together with a covering letter outlining why you're right for this role, to: Melinda Kenneway: [melinda@growkudos.com](mailto:melinda@growkudos.com)

## About Kudos

Kudos was founded in 2014 with a vision for transforming how research information is communicated, so that everyone benefits from a better understanding and faster application of knowledge. From health through to climate change, food security, education and equality – research underpins the progress of humanity. Working with Kudos offers you the opportunity to be a core part of a small and growing team seeking to make a difference, while celebrating commercial success too. We work remotely, with regular team calls and several in-person get togethers each year. Ideally you will be available in a UK / European / US EST time zone. We pride ourselves on providing a friendly environment with a healthy home-life balance.