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
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- 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

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.