

HEAD OF MARKETING

Job Description

CASTLEPOINT SYSTEMS

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HEAD OF MARKETING JOB DESCRIPTION

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Summary

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|---------------------|--|
| Job Title | Head of Marketing |
| Job Type | Full-time, ongoing; flexible work hours available |
| Location | A combination of on site in the Canberra office at Bruce and remote work |
| Reports to | Chief Executive Officer |
| Remuneration | Between \$160k - \$220k per annum based on experience excluding super |

Company background

Castlepoint uses artificial intelligence, data science, commercial and regulatory insight to help organisations find, secure, and manage information across all their business systems. Castlepoint can be deployed wherever data traceability, cyber security, risk, and compliance is important and can be implemented in hours rather than weeks, with no impact on users.

Castlepoint Systems is committed to ensuring that our operations are conducted ethically, in accordance with applicable laws and best practices, and in the best interests of our clients, our community, and the environment. Our vision is to make the world a better place, by changing the way organisations manage information, so that people, communities, and companies are safer and smarter. Our core values are ethics, hard work, and integrity.

We have committed to becoming an employer of choice, one that attracts likeminded, hardworking people through flexibility and other real, developmental benefits that improve the lives of our staff. We are a feminist company, and believe strongly in supporting men and women to take equal roles in the workplace and at home. We enforce pay equity, and pay superannuation throughout parental leave. We seek to employ people who represent community demographics, including younger and older people, Indigenous people, migrants, people with a disability, and LGBTQIA+ people. We have a formal Human Rights Policy addressing how we will support our staff, which is aligned to the United Nations sustainable development goals.

To help ensure that our employees can enjoy a high standard of living, we aim to remunerate our employees at above the market rate for their skills, qualifications, and experience level. We then invest heavily in our people with formal Development Plans, reviewed twice-yearly, committing to internal mentoring, paid training, and other development opportunities with a goal of continually increasing their marketability. As employee skills increase, we assign more responsibilities, and we then adjust their wages and titles upwards commensurately. We also support employees to develop skills and experience in areas not directly related to their roles if they have an interest in those types of development. We have a policy of salary transparency for all employees, including the Executive, to help combat unconscious bias and foster gender equality.

Castlepoint also supports our employees with an Employee Assistance Plan, and skilled HR professionals with experience in mental health and workplace cohesion. We support our staff to practice religious and cultural observance during work time using flexible working arrangements, and to be free of discrimination based on their beliefs. We encourage communication between all areas of the business, and provide regular updates from the executive team on company activities and initiatives. We encourage two-way communication between employees at all levels and with the senior management team.



Position Overview

Primary purpose of the position

The Marketing Director role is a new role and will be fundamental to the growth objectives of Castlepoint. This role is responsible for:

- Implementing and iterating the Marketing Strategy
- Designing, recruiting, and establishing your own team
- Developing the Go to Market Plan for new products
- Engaging external agencies and partners as required
- Planning and overseeing marketing programs including website and CRM redevelopment
- Managing execution of the Marketing and Communications Plan including channel, social, events, digital, branding, collateral, PR, and advertising.

You will be responsible for planning, organising, executing, and reporting on programs that generate new pipeline – for both direct and partner channels – and advance existing opportunities across go-to-market. In this role, you will work across the business and with key external and internal stakeholders to develop, implement and maintain brand and GTM activities.

You will liaise with the GM of Growth, the CEO, and key external stakeholders, including industry associations, creative partners, event managers, and journalists, and closely support the engagement of our key business partners and their marketing teams. You will have an open and friendly communication style, be highly professional, and both internal and external contacts will find you to be reliable, responsive, and organized.

Key Challenges

The company has grown extremely quickly, without any formal marketing or communications function. As a result of this organic growth, some key elements such as website and messaging need to be synthesized and refreshed first before demand generation activities can commence. Delivering a consistent message, tone of voice, brand, and presence in the market will be key to raising the profile of the company.

The product also services a wide range of industries, in all geographies. You will need experience marketing to international buyers and partners, across a wide range of sectors and user profiles (both government and commercial). Experience and familiarity with SaaS, RegTech/FinTech, cyber security, legal/audit, and/or records management will be important.

You will also need to build a team to execute your strategy and plan, as there are no existing resources dedicated to marketing. Castlepoint supports flexible and remote work, and you will need to be able to effectively manage a distributed team.

As well as executing the marketing and communications for the existing product, you will also need experience in product market fit and go-to-market fit for new SaaS solutions. You will need the ability to manage multiple streams of activity, and control quality, schedules, and budgets for your programs and campaigns.



Duties and Responsibilities

| Responsibility | Breakdown of Tasks | Outcomes/Measures |
|--------------------------------------|---|--|
| Leadership 15% time/effort | <ul style="list-style-type: none"> • Collaboration. Collaborate with stakeholders including CEO and Leadership Team to develop a cohesive marketing strategy that ensures objectives are met and localisation strategy is aligned to global marketing brand and communications • Team building. Build a world class marketing team from scratch • Leadership. Develop and inspire your team to achieve more than they thought possible • Agency management. Manage external agencies as required to fill gaps in internal capabilities | High employee engagement scores Capability mapping Run selection process, clear briefing, results – agencies meet expectations / deliver timely quality projects within budget. |
| Strategy 30% time/effort | <ul style="list-style-type: none"> • Planning. Develop and manage the overall marketing strategy across our products and geographies and execute efficiently • Brand champion. Ensure a clear brand story and messaging across all touchpoints • New Product: Play an integral role in the development, launch and scale of the new click-to-buy product globally • Partner GTM. Work with our ecosystem partners, build aligned go-to-markets, and drive programs towards shared outcomes • Automation. Deploy, manage, and optimise marketing automation system and CRM to support customer/partner journeys and campaigns at scale • Strategic planning: Plan across the buyer's journey (top, middle and bottom of funnel, client program growth), personas, verticals, and markets | MRR ARR COA targets met Retention targets met Brand style guide developed and communicated with assets to team, agency partners and GTM partners GM partner satisfaction, engagement, and retention |
| Channel 15% time/effort | <ul style="list-style-type: none"> • Channel marketing. Support channel partner engagement with joint collateral and campaigns • Build relationships with equivalent role in partner organisations to enhance engagement • Support business development activities, in close consultation with GM of Growth, as required • Develop consistent approach to responding to applications by industry vertical with partners (e.g., Government, private sector, FinTech, Cyber) | Consistent branding and co-branding with partners Effective and well-drafted campaigns Effective and well-drafted re-useable collateral |
| Digital 20% time/effort | <ul style="list-style-type: none"> • Demand Generation. Develop and execute integrated campaigns to achieve pipeline, lead and database growth goals and drive net new revenue • Marketing Programs. Set strategy and execute on outbound demand creation programs including email and nurture programs, videos, webinars and targeted marketing campaigns and inbound demand creation programs including digital advertising, retargeting etc. • ABM. Build account-based marketing programs alongside the sales development teams | Statistics improve, traffic, unique visits, time on site Website is easy to navigate and targeted to stakeholder group Deliver ROI targets and within budget |



| Responsibility | Breakdown of Tasks | Outcomes/Measures |
|---|---|--|
| | <ul style="list-style-type: none"> • Budgeting. Manage the demand generation budget to optimise program investments and tracking of investment ROI | |
| External Communications 20% time/effort | <ul style="list-style-type: none"> • Public/Media Relations. Manage PR agency to develop annual strategy, plan to achieve positive coverage, and coordinate with social media content • Content and social. Develop and implement strategy and content calendar and manage company social media and network platforms • Website. Project manage any significant changes to the website. Oversee the Content Management System of the Castlepoint website. Develop plan to improve SEO, develop online ad campaigns, as required. • Events. Assess suitability of local and international industry events and execute on events which may include on-site exhibition, collateral development, virtual support, and speaker support for Castlepoint staff as required | Social media engagement increase Content matches company voice and image Events are managed on time and within budget Leads are measured and follow-up is achieved in a timely manner ROI is demonstrated against budget spend |

Skills and Experience

Qualifications:

- Relevant University or equivalent degree in marketing or communications (**essential**)
- Australian Government Security Clearance (**desirable**)

Experience:

- Minimum 10+ years' experience in a similar marketing role, ideally with a mixture of channel / partner marketing and enterprise SaaS or B2B experience (**essential**)

Skills:

| Knowledge, skills, and abilities | Essential | Desirable |
|--|-------------------------------------|--------------------------|
| Strong management and leadership skills, including recruitment, managing performance and professional development, and task management | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Understanding of marketing and communication techniques and principles | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| The ability to manage multiple tasks, problem solve, and prioritise | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Strong stakeholder management and customer satisfaction skills | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience with channel / partner marketing (ideally Big 4) | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Demonstrated knowledge and experience of current digital marketing trends | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience across lead generation funnels, SEO, email marketing/marketing automation, paid media, social media, content, branding, conversion optimization and copywriting (including developing plans and strategies) | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience managing content on LinkedIn, Twitter, Facebook | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience managing advertising and paid promotion on social channels | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience managing PR/Media opportunities and agencies | <input checked="" type="checkbox"/> | <input type="checkbox"/> |



| Knowledge, skills, and abilities | Essential | Desirable |
|--|-------------------------------------|-------------------------------------|
| Experience working in RegTech, FinTech, Law/Audit, or Cyber-related industry | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Experience working with government or regulated industry | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Experience with error-free, engaging, and audience-appropriate copywriting | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Competency and comfort with Microsoft Office applications including Teams | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Competency and experience with Dynamics CRM | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Competency and experience with Wordpress | <input type="checkbox"/> | <input checked="" type="checkbox"/> |