



Head of Marketing

Scholly is looking for a Head of Marketing to join our team!

The Head of Marketing at Scholly will own all marketing initiatives and be a core member of our executive team, working closely with Product and Business Development teams to drive growth. This role will be focused creating strategies to establish and expand our brand identity in both the B2B and B2C arenas. This role will be responsible for managing all aspects of branding and marketing campaigns, user acquisition, and for successfully building and leading a team of marketing experts to execute your vision.

Responsibilities:

- Develop and execute core brand strategic and tactical marketing plans
- Oversee the implementation of all marketing strategies - including campaigns, events, digital, and PR.
- Create and implement quarterly and annual marketing roadmaps
- Align closely with Product Development and Business Development teams to create go-to-market strategies for new products and initiatives
- Work closely with all of the company's teams; enabling them to meet their business objectives by providing them with appropriate tools, materials, and presentations
- Oversee and guide the day-to-day activities of the marketing team
- Lead the marketing team in annual and quarterly planning, keeping track of budget, and reporting on marketing initiatives' performance, with a focus on ROI & revenue growth
- Hire and manage part-time and temp marketing experts across all marketing functions
- Motivate, mentor, and develop the existing team, and develop a long-term plan for marketing team structure and growth.
- Exercise a data-centric approach to gather customer/user insights and use data to improve future marketing campaigns and results.
- Manage social media presence and direct programs to improve social media reputation and recognition.
- Continual analysis and optimization of marketing tactic metrics and results.
- Undertake continuous analysis of competitive environment and consumer trends
- Content creation and content marketing (preferred)

Qualifications:

- 5 to 7+ years in-house experience in B2B/B2C digital marketing
- 3 to 5+ years of experience in a leadership role, building and managing a marketing team with superior ability to recruit, retain, and motivate our existing team and future talent.
- Significant SEO experience
- Ability to think creatively to both optimize and grow existing lead channels as well as identify and test new potential channels.
- Experience in pricing strategies
- Extensive background owning both brand/creative and user acquisition initiatives in a fast-paced environment
- Experience in the for-profit educational arena (a plus)
- Bachelor's degree required, MBA preferred

If interested, please email us at careers@myscholly.com