



Head of Growth Marketing

Join us in building the future of Influencer Marketing!

[Vamp](#) is an [award-winning](#) creator marketing solution. We connect Brands with influential creators, who collaborate on the Vamp platform to deliver campaigns that generate brand awareness, engage new audiences, and drive conversion. In just six years, we've built an [end-to-end influencer marketing platform](#), grown to a global network of 45,000+ creators, achieved [accredited partner status](#) with Instagram, Meta, TikTok and YouTube, and worked with [some amazing brands](#) like Adobe, Converse, Diageo, Estée Lauder, and Samsung to name a few. We've scaled to seven offices globally and are proud to be recognized by Deloitte as one of the [fastest-growing tech companies in Asia Pacific](#).

Due to this exciting growth, we have an opening for a **Head of Growth Marketing**, based in our **London** office. We're on a mission to be a force for good in unifying the creator marketing ecosystem, and this role will be pivotal in taking our efforts to the next level.

The role

Vamp is looking for a Head of Growth Marketing, who will be responsible for accelerating engagement with brands, agencies and creators across the globe. Reporting to the VP Marketing & Community, you will construct digital audience engagement strategies to test, iterate, and optimize growth tactics, as a path to new customer acquisition, retention and revenue creation.

While no two days are alike, your key responsibilities will include:

- Be the growth engine for the company, driving lead generation activities - including strategic planning, A/B testing, optimization, and measurement for both content and creative.
- Manage the lead lifecycle, user journey, and funnel metrics for the company, providing stakeholders with key insights and information about customers.
- Define quantitative and qualitative goals, maintain data accuracy, and report on cross-channel attribution of leads through to closed/won business.
- Be the owner of HubSpot - our Marketing automation system, as the baseline tool to architect acquisition strategies, maintain customer data/reports and nurture prospects.
- Help manage and maintain the company website, determining the strategic direction for organic/paid search across content, promotion and site development.
- Work closely with the marketing and sales teams to ensure ongoing identification and engagement of high-value leads, and predictably move these through the funnel.
- Maintain regular reporting (i.e. performance, budget spend) and customer trends as a critical source of advisory information and behavioral insights.
- Manage a six-figure growth marketing budget, using data to make informed decisions around campaign optimization, spend allocation and channel mix

- Introduce regular innovations to the growth function, piloting new tools, mechanisms and channel optimization tactics for how we run our business.

What you'll bring to Vamp

We're looking for thinkers and doers. Those that aren't afraid of change, but rather adapt and embrace it. This is the most exciting time to join our journey, as you'll have a real opportunity to make a meaningful impact on the direction and future of our company.

- A deep understanding of the marketing funnel, campaign techniques to support each phase of the customer journey, and how to measure the success of programs.
- Strong working knowledge of essential demand generation systems, including Google Tag Manager and Google Analytics
- Management/experience of CRM, marketing automation systems, and web properties
- Experience working with or managing market development/sales reps
- Data-driven, analytical and comfortable connecting the dots between data sets
- Attention to precision and the ability to handle multiple priorities under time pressure
- Experience working in a fast-paced, cross-functional environment
- A passion for, or familiarity with social networks and the creator ecosystem
- Degree educated, or extensive experience marketing B2B technology software

What Vamp gives you

We want to empower you to influence the success of Vamp and are #allin when it comes to supporting you and each other. Becoming a Vamper means:

- A voice. You are empowered to influence Vamp. This is a place where we speak up, not speak down.
- A focus on mental health. We believe more workplaces should make it a priority.
- Ahead of the game. Being at the forefront of an exciting fast-growing industry
- Flexibility. Have a say on how you do your best work with our flexible working culture.
- Vamp life balance. A healthy Vamper is a happy Vamper. We provide leave so you stay.
- Ownership. We have an equity plan for our Vampers because when our value says #allin, we mean it.
- A meaningful impact on creators around the world.

So, what's next?

It's important that our culture fits you and provides a place for growth, challenge, and satisfaction.

- Are you passionate about amplifying creativity and helping creators pursue dreams?
- Do you welcome change and adapt easily to a growing business?
- Do you stay curious about improvements and solutions?
- Are you seeking somewhere you can bring your whole self to work?
- Do you want to be part of a team that collaborates and celebrates?

If your answer is yes, we'd be thrilled to meet you.