

Women@Tech

Chief Marketing Officer (CMO)

About Women@Tech

Women@Tech is a **volunteer-led** UK organisation, dedicated to connecting, developing, and advocating for women in technology, with the backing of our industry-leading member companies. Driven by women and allies working within the most influential Tech companies in the UK, we deliver a unique blend of mentorship and development programmes; networking events; and advocacy initiatives, to improve representation and progression of women within the Tech sector.

Together, we are leading the charge towards a more diverse, equitable, and inclusive future for all in the Tech industry.

For more information, please visit our [website](#).

Job Details

Are you ready to make a difference? We're on the lookout for a dynamic and visionary volunteer Chief Marketing Officer to help elevate Women@Tech's brand and foster a vibrant culture. In this exciting role, you'll collaborate with our Chairs and Pillar leads to set the brand strategy, shape our go-to-market approach, enhance our web presence, and ensure a consistently positive experience for everyone engaging with Women@Tech.

If you're looking to step into a CMO position in your day job, this is the perfect opportunity for you to gain the experience you need in a supportive environment leading a fantastic team.

What You'll Be Doing:

- Crafting the marketing strategy: Develop and deliver a comprehensive marketing plan that aligns perfectly with Women@Tech's goals and vision.
- Leading the team: Manage a diverse marketing team, set clear objectives, offer feedback, and create a fun and collaborative environment.
- Shaping our brand: Collaborate with our Chairs to define Women@Tech's brand positioning, focusing on long-term strategy, visual identity, and messaging.
- Driving growth: Work alongside the Chief Growth Officer to identify growth opportunities and improve community engagement through a strong go-to-market strategy.
- Managing a team of superstars: Lead a passionate marketing team of 10+ volunteers in maintaining our brand's integrity, executing marketing campaigns, and expanding our digital presence.
- Building our digital marketing: Help develop our corporate website, e-commerce platform, social media presence, and PR/influencer relationships.
- Email marketing magic: Create and implement an engaging email marketing strategy using the latest martech tools.
- Creative studio: Oversee a creative studio that provides templates, marketing collateral, social media posts, and digital content.
- Analytics and budgeting: Manage performance reporting and create a marketing budget to allocate resources efficiently.

What You'll Need to Shine:

- Leadership skills: Excellent team management abilities, with a knack for inspiring and mentoring marketing professionals.
- Communication skills: Exceptional interpersonal skills to work seamlessly with cross-functional teams, senior executives, and external partners.
- Analytical mind: Strong problem-solving skills, with the ability to use data and insights to support your decision-making.
- Project management experience: Proven track record of managing projects with diligence.
- Language skills: Fluency in English is essential (bonus points for other languages!).

Preferred Skills and Qualifications:

- Experience in a marketing role, ideally with a successful track record in the UK market.
- Familiarity with marketing automation or CRM systems.
- Skills in copywriting and design software.
- Experience using analytics tools and software.
- Knowledge of the marketing regulatory landscape and data privacy considerations.

What's in it for you:

- Growth opportunities: We'll support you in expanding your skill set and developing new competencies.
- Unleash your creativity: Bring your ideas to life and contribute to something meaningful.
- Make an impact: Become a thought leader in Diversity, Equity, and Inclusion, while building your personal brand and amplifying your voice in the industry.
- Network: Build a unique network across the major tech companies in the UK and gain valuable perspectives.
- Fun team environment: Enjoy working in a collaborative and enjoyable team!
- Variety & autonomy: Work on varied projects while enjoying a high degree of autonomy.
- Equal opportunity: We're committed to treating everyone equally, without discrimination.

Time Commitment:

We understand you're busy! We expect about 2+ hours a week, which is flexible. You'll need to attend regular committee, pillar lead, and marketing team meetings, as well as be available for team deliverables.

HOW TO APPLY:

If this sounds like the perfect opportunity for you, reach out to Laura Perrott, lperrott@tmforum.org. We can't wait to hear from you!