

VComply ([www.v-comply.com](http://www.v-comply.com)) is an Accel backed leading Governance, Risk & Compliance Management SaaS that simplifies, streamlines & synchronizes workflows & enables compliance teams to collaborate better. With users in over 100+ countries & brands like BurgerKing, Costa Coffee & DLA Piper as customers, we're only just getting started!

## **The Role (Head of Product Marketing)**

We're looking for a Demand Gen/Growth Lead to own, build, and optimize all of our top of funnel initiatives: online (SEM, SEO, LinkedIn, YouTube, etc.) and offline (Events & Conferences.).

You'll work to understand our customers and their pain points, and craft strategic campaigns that generate leads to support our fast-growing sales team. You'll be working cross-functionally with the CEO, product design & marketing to make it all happen.

## **Responsibilities**

- Set the strategic vision for VComply's demand gen program/budget, and own all growth KPIs: CLTV, CAC, MQLs, SLTV etc.
- Propose, develop, test and execute acquisition programs across every offline and online channel: SEO, Paid Search, Facebook, YouTube, Events, Conferences etc.
- Manage internal resources and external agencies to help execute your campaigns.
- Build and optimize the landing pages behind every campaign
- Build a deep understanding of the target prospect and their needs; apply thoughtful data-driven, segmentation approaches to effectively reach them

## **What we are looking for**

- 5-6 years of online demand-gen experience across a wide variety of channels — email, SEM, SEO, Direct Mail, Facebook, YouTube, etc. — from acquisition and adoption/activation to retention.
- Exposure to B2B Enterprise SaaS selling is a plus.
- Expertise with modern growth stack: HubSpot, AdWords, Google Analytics, etc. Track record of hitting aggressive pipeline targets and generating revenue for B2B SaaS Strong analytical skills and mindset
- Data driven decision maker.
- Bonus Points: You have an eye for great design and copy, and have a basic understanding of HTML, CSS, Javascript.

At VComply we represent a culture which promotes harmony, mutual respect, continuous learning along with a focus on personal and team building initiatives. Working in cross functional teams and products ensure that there is never a dull day at work!

**++Get in touch with us at [hr@v-comply.com](mailto:hr@v-comply.com)**