

Chief Marketing Officer (f/m)

Job description

We are looking for a dynamic and experienced Chief Marketing Officer (CMO) to oversee all marketing operations of the company and define appropriate strategies to support our product. The CMO will build, lead and mentor a highly efficient team of marketing professionals and will direct our marketing efforts towards great success. The CMO will work closely with the CEO and product team to guide a unified approach to product development, investor relations, legal, compliance etc. that serves the company's vision and objectives. A strong candidate demonstrates strong presentation and analytical skills in addition to good strategic thinking. The ideal candidate will recognize the challenges we face and know how to utilize the latest technologies to shape the company's public profile.

Responsibilities

- Organize and coordinate the activities of the marketing department
- Define and implement a feasible marketing plan to support our product
- Recognize challenges that the company is facing and spot internal and external marketing opportunities
- Orchestrate cross-channel marketing action plan and reporting of marketing efforts
- Utilize a wide variety of platforms as marketing vehicles (website, social media, ads etc) to improve company performance and branding
- Serve as a leader in product positioning and branding, public relations maintenance and short-to-long-term advertising strategy development
- Be onboard, guide and motivate the marketing team
- Work closely with the CEO and CPO on the company's overall strategy. Influence our company culture and processes.
- Partner with management to tackle the topics such as investor relations, legal compliance etc. to respond to media issues with a unified approach

Skills and abilities:

- Experienced in leading a marketing team and guiding organizational goal achievement
- Demonstrated successful analytic and strategic approach to turn ideas into action
- Proven successful product and program launch experience
- Strong personality with excellent presentation skills

- An inspirational leader who can manage innovation creatively
- Ability to effectively manage and challenge employees
- A strategic and proactive thinker who's not afraid to take risks and can influence and drive change from traditional to digital thinking
- Ability to build strong relationships with and influence creative leadership teams, internally and externally
- Well connected within the eCommerce / mCommerce industry, with knowledge of emerging digital innovations and potential partners.

Requirements

- Experience in communications, media relations, or public relations
- Experience as a senior communications leader;
- 3+ years of leadership experience
- Experience in working collaboratively in a matrix environment, and engaging across interdependent agendas (strategic planning, product development, marketing, sales)
- Experience in marketing strategy development and planning
- Experience in advertising campaign development
- Experience in B2B and B2C marketing

Why should you choose us?

- You will work together with an amazing team of diverse and skilled people
- You will collaborate on exciting projects, solving real problems
- You will be a part of an exciting journey in a quick growing company
- You will get a lot of creative leeway and benefit from flexible working hours

Sounds good?

Submit your application now! Send us your CV or cover letter and we will answer as soon as possible. Please submit your application to david@wundertax.de

Diversity is very important for us. In this case we comfort everybody, no matter which gender, age, ethnic, religion or sexual orientation to contact us as soon as possible.