

Marketing Lead

Job Description

Location: Best, NL

Hours: Part-Time, 4 days a week (negotiable)

Reporting to: Bas Jansen, COO and Marketing Consultant

About Us:

G2 Speech is a forward-thinking company dedicated to supporting healthcare professionals by transforming clinical correspondence workflows with cutting-edge, AI-powered speech recognition technology.

We are seeking a dynamic and experienced Marketing Lead to join our team and drive our digital and product marketing efforts.

Job Overview:

Guided by a Senior Marketing Consultant, the role entails managing various projects, including implementing events and webinars, marketing email campaigns and automations, website refresh, and new product launches. The individual will support lead generation and content creation.

As a Marketing Lead, you will be at the forefront of our marketing strategies, responsible for developing, implementing, and managing marketing campaigns that promote our products and enhance our brand presence. Your expertise in digital marketing and product marketing will be crucial in driving growth and achieving our business objectives.

Key Responsibilities:

- **Develop and Implement Marketing Strategies:** Working alongside our marketing consultants, create and execute comprehensive marketing plans that align with company goals and drive brand awareness and customer engagement.
- **Digital Marketing:** Lead digital marketing initiatives, including SEO/SEM, email marketing, social media, and online advertising, to boost online presence and drive traffic to our digital platforms.
- **Product Marketing:** Develop product positioning and messaging that differentiates our products in the market. Work closely with the product team

to understand features and benefits and translate them into compelling marketing campaigns.

- **Campaign Management:** Oversee the planning, development, and execution of marketing campaigns across various channels, ensuring they are completed on time and within budget.
- **Content Creation:** Collaborate on and create high-quality marketing materials, including blog posts, whitepapers, case studies, and videos.
- **Market Research:** Conduct market research to identify trends, customer needs, and competitive landscape. Use insights to inform marketing strategies and campaigns.
- **Performance Tracking:** Monitor and analyse campaign performance metrics to measure effectiveness and ROI. Provide regular reports and make data-driven recommendations for improvements.

Key Skills and Qualifications:

Experience: Minimum of 3 years of experience in marketing, with a strong focus on digital marketing and product marketing. Ability to work autonomously and as part of a team.

- Must have the ability to speak and write Dutch, English (to a high standard) and preferably also French.
- Experience in a healthcare and/or technology field is highly beneficial.
- Extremely helpful to have experience with WordPress, MailChimp, HubSpot and LinkedIn ads.
- Proficiency in Microsoft Office suite (Word, PowerPoint, Excel, Outlook, MS Teams).
- Experience with social media marketing on platforms like LinkedIn, X (formerly Twitter), YouTube, etc.

Education: Bachelor's degree in marketing, PR, Communications, Business, or a related field. A master's degree or relevant certifications are a plus.

- **Digital Marketing Expertise:** In-depth knowledge of digital marketing strategies, tools, and platforms. Experience with SEO/SEM, email marketing, social media marketing, and online advertising.
- **Product Marketing Skills:** Proven ability to develop effective product positioning and messaging. Experience working closely with product development teams.

- **Analytical Skills:** Strong analytical skills with the ability to interpret data and translate insights into actionable marketing strategies.
- **Project Management:** Excellent project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- **Communication Skills:** Exceptional written and verbal communication skills, with the ability to create compelling marketing content and deliver presentations.
- **Creativity:** A creative thinker with the ability to develop innovative marketing campaigns that capture attention and drive engagement.

Benefits:

- Competitive salary
- Professional development opportunities
- Collaborative and innovative work environment

How to Apply:

If you are a results-driven marketing professional with a passion for digital and product marketing, we would love to hear from you. Please submit your CV and a cover letter detailing your relevant experience and why you are the perfect fit for this role to marketing@g2speech.com

G2 Speech is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Join us and be a part of a team that is transforming clinical correspondence with our AI-driven speech recognition and workflow management solution through innovative marketing strategies.