



## CAREER OPPORTUNITIES

# Job Description: Head of Marketing

### WELCOME TO PCI PAL

PCI Pal is a fast growing company, with compound annual revenue growth exceeding 40% for the last 5 years, providing SaaS-based solutions that enable businesses to take secure and frictionless payments in their organization and to step confidently into a more digitally diverse future.

We enable contact centers around the world to deliver a payment experience that customers trust and allows them to use their payment method of choice, over any channel, in a highly secure and compliant way. Today PCI Pal has more than 700 customers globally with offices in the US, UK, Canada, and Australia.

PCI Pal is the market leader in cloud solutions for secure payment solutions for the business communications market. This has led to us being the preferred solution for a large number of globally recognized brands as well as being resold extensively across our market leading partner eco-system. PCI Pal partners include many of the world's leading business communications vendors and payment providers such as Genesys, Zoom, Talkdesk, Amazon, Vonage, 8x8, Worldpay and many more.

### ABOUT THE OPPORTUNITY:

As we embark on our next phase of growth, we are seeking a US-based Head of Marketing. The role will be instrumental in shaping our market, product market fit, and go-to-market strategy. We are looking for a SaaS experienced marketing leader who thrives in a growth environment; someone who will understand our global market and competitive landscape; input into the direction of our product innovation; maintain and evolve our respected and trusted brand and drive highly effective demand generation both direct and through our extensive partner eco-system channel partners.

The role will report directly to our CEO, one of the UK-based founders of the PCI Pal business, and will work alongside the other members of the PCI Pal leadership team. The PCI Pal group is listed on the London Stock Exchange.

### YOUR RESPONSIBILITIES:

- To continually analyze both our market and competitive landscape across all target regions to develop growth strategies for the business globally.
- To understand the business and technical needs of our target markets and ensure continued alignment of our product, pricing, proposition, and messaging.
- To build channel marketing strategies and plans that increase demand for our channel partners and empowers these partners to be highly successful.
- To work collaboratively with our product organization to align market and product strategy with marketing strategy ensuring we clearly position and differentiate our capabilities.
- To build highly effective demand generation and content strategies, and operationalize these to raise awareness, develop engagement, support our brand and create market demand and opportunities.
- To direct and drive our digital marketing strategy and execution from our social presence through to our website, supporting our brand and demand generation activities.
- To own the PCI Pal brand and to continually evolve this to be synonymous with what we do and what we are looking to achieve.



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- To support digital marketing activity through strategic events including PCI Pal virtual and physical events, industry events and tradeshows, and channel internal and customer events.
- To establish a customer advocacy program that will enable us to leverage our customers to endorse our brand, capabilities and services.
- To devise and execute a customer communication program that will drive customer loyalty and growth across all regions.
- To leverage marketing technology to ensure that we measure everything and streamline the flow of leads across the business. To leverage this marketing tech to measure ROI on marketing activity and to make informed decisions on marketing investment.
- To be an active member of the Management Team, providing market and marketing strategy input to the wider team to shape the future of the business.
- To lead, manage and develop our in-house marketing team, maximizing their skills and capabilities to deliver effective marketing.
- To work with and maximize third party agency support to ensure our marketing is progressive and focused on performance.

### THE TYPE OF PERSON WE ARE LOOKING FOR:

- You will be an experienced marketing leader.
- Your recent experience will include time at a growing SaaS company, understanding the go-to-market and growth strategies of this type of business.
- You will have global experience and be able to develop marketing strategy across all theatres and have a clear understanding of the nuances across regions.
- You will have strong experience of channel sales operations and the importance of marketing to and through channel partners.
- Experience of the telecommunications, contact centre, or payments markets would be an advantage.
- You will have a flair for digital and performance marketing, be focused on results and driving demand growth.
- You will be analytical and data driven, with experience of leveraging marketing technology to measure every aspect of performance and continually drive greater ROI.
- You will be creative and progressive in your thinking, finding new and ingenious ways to build brand, proposition awareness and drive engagement.
- You will be a leader of people and have a track record of building and growing a high-performance team.
- You will have strong experience of being part of a management team with a proven track record of collaboration with peers group managers and C-suite leaders
- You will be emotionally intelligent, able to collaborate vertically and horizontally in the organization, particularly when working with your management colleagues.



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### IN RETURN WE OFFER:

- 25 days PTO
- Stock options
- Medical, dental and optical insurance cover
- Evolve day – 1 day per year to work with a charity or community project, or to further your own wellbeing
- Hybrid working
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- “Work from anywhere” 2 weeks per year policy
- Reward, benefits and wellbeing hub (offering support, discounts, cashback and savings)
- Training and development opportunities
- Ad-hoc team events, incentives and competitions

### TALK TO US:

If you have any questions or want to find out more, we'd love to hear from you.

Please contact the People Team [people@pcipal.com](mailto:people@pcipal.com)