

Marketing Director

Atriis Technologies United Kingdom (Remote)

Atriis - a travel tech SaaS company on its mission to enable true digital transformation in the travel industry, introduced the market with its disruptive technologies, helping travel companies (B2B and B2C) to reinvent the way how they create a unique traveler experience and explore unlocking new revenue lines streams for their business. We have cutting-edge technology with an amazing team of very ambitious employees, and we are causing a huge disruption in the industry!

We're on the hunt for a visionary Director of Marketing to spearhead our marketing efforts in the dynamic world of B2B SaaS. This role is ideal for a trailblazing marketer who thrives in fast-paced environments, loves to innovate, and is passionate about driving growth from the ground up. If you're ready to roll up your sleeves and make a big impact, we want to hear from you.

Responsibilities:

- Own the Atriis brand, ensuring its correct and consistent application across all audience touchpoints, both internal and external.
- Tenured in leveraging LinkedIn as marketing channel and for marketing/sales campaign management.
- Work with the Chief Sales Officer and Leadership Committee to develop and execute agile marketing strategies tailored to the unique needs and challenges of a startup environment, focusing on rapid experimentation and iteration to drive growth and traction.
- Build and mentor a small marketing team, fostering a culture of creativity, collaboration, and accountability.
- Partner closely with the Leadership Committee and cross-functional teams to align marketing efforts with business goals, iterate on product-market fit, and refine our value proposition.
- Dive deep into market research and customer insights to identify untapped opportunities, refine our target audience, and craft compelling messaging that resonates with our customers.
- Oversee the development of high-impact content and thought leadership initiatives to position our company as a trusted partner in our sector
- Build and nurture relationships with key stakeholders, influencers, and early adopters to amplify our reach, generate referrals, and drive user engagement.

- Monitor and analyse key performance metrics and KPIs to measure the effectiveness of our marketing efforts, iterate strategies, and optimize growth.
- Manage marketing budget judiciously, prioritizing initiatives that deliver the highest ROI and fuel sustainable growth.
- Embrace the startup mindset, wearing multiple hats as needed and tackling new challenges with enthusiasm and resourcefulness.

Qualifications:

- Minimum of 5 years of experience successfully leading marketing initiatives, with focus online channels, within a SaaS environment.
- Track record in delivering revenue results.
- Ability to manage multiple and competing objectives, demonstrated ability to adapt quickly to change, ability to prioritize and juggle to consistently meet multiple, short deadlines.
- Entrepreneurial spirit with a bias for action and a knack for turning ideas into reality.
- Strong leadership and team-building skills, with the ability to inspire and motivate a small team to achieve ambitious goals.
- Excellent communication skills, with the ability to distill complex ideas into clear, compelling messages.
- Deep understanding of B2B SaaS marketing principles, tactics, and emerging trends.
- Data-driven mindset with a knack for analyzing metrics, extracting insights, and making data-informed decisions.
- Flexibility and adaptability to thrive in a rapidly changing environment and navigate ambiguity with confidence.