

# FireGroup

<https://firegroup.io/careers/gm23-001-head-of-marketing/>

## Description

### Head of Marketing

- Established in 2016, FireGroup Technology JSC is a tech company that specializes in web-app solutions for running the business on e-commerce platforms. FireGroup has now become the leading web-app provider, especially on both Shopify and AliExpress platforms.
- Our mission is to solve challenges & problems in the global E-commerce market by using technologies. We are looking for new members who dare to think big and grow bigger.
- We are seeking a highly skilled and experienced Head of Marketing to lead our marketing team for our SaaS product. The ideal candidate will have a proven track record in managing teams, developing marketing strategies, and executing go-to-market plans that drive customer acquisition and revenue growth. As the Head of Marketing, you will be responsible for developing and executing our overall marketing strategy, driving customer growth, and managing the branding of the product.

## Responsibilities

- Develop and implement a comprehensive marketing strategy that aligns with the company's goals and objectives.
- Development and execution of go-to-market plans to drive customer acquisition and revenue growth.
- Develop and manage budgets for marketing initiatives.
- Analyze marketing data and metrics to identify areas for improvement and adjust strategies accordingly.
- Collaborate with cross-functional teams to ensure alignment of marketing initiatives with product development and customer success teams.
- Develop and manage relationships with key partners and vendors.
- Stay up-to-date with market trends, competition, and industry developments to inform marketing strategies.

## Qualifications

- Bachelor's degree in marketing, business, or related field .
- 3+ years of experience in marketing, with a focus on SaaS or technology products.
- 2+ years of experience managing a team of marketing professionals.
- Demonstrated success in developing and executing marketing strategies that drive customer acquisition and revenue growth.
- Strong analytical skills and experience using data to inform marketing strategies.
- Excellent communication, collaboration, and leadership skills.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Experience working with cross-functional teams.
- Knowledge of SEO, Affiliate marketing, Performance Marketing, Email Marketing.

## Contacts

- Please send us your wonderful resume to [careers@firegroup.io](mailto:careers@firegroup.io)
- Should you need any further information, kindly please contact us via **(+84)28 2229 9989**
- Visit FireGroup's website to know more about our life, culture: <https://firegroup.io/>

## Duration of employment

Date Posted

Full time

5 jobs

16/02/2020

*Here at FireGroup, we offer business owners the tools they need to bridge the gap between large corporations and SMEs, the solutions to merchants' problems, as well as customized services tailored to the needs of each business.*