

Head of Brand and Content Marketing

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Company: Dovetail

Location: Haymarket

Category: other-general

Dovetail is the world's leading customer insights hub, helping thousands of teams build better products. From user feedback and customer interviews to support tickets and sales calls, Dovetail helps you uncover insights fast—no matter the method. Driven by ambition and innovation, the Dovetail team is customer-obsessed and on a mission to help the world improve the quality of every thing. Join the ranks of Atlassian, The New York Times, Spotify, Universal, Porsche, Starbucks, and thousands more as they put their customer first with Dovetail and improve the quality of their thing. Founded in 2017 by Benjamin Humphrey and Bradley Ayers, Dovetail has 100+ employees across offices in Sydney and San Francisco. We are building a new category of software in 2024, and are looking for an elite brand and content marketing leader to help us build a world-class brand marketing engine and content distribution MOAT. Reporting to the VP Marketing, you will manage a team of high performing brand and content marketers, create an innovative new category in the mind of product teams, lead our brand strategy and develop content platforms that scale. What you'll do Help create a new category of software in the mind of our target audience: Craft and implement a comprehensive brand and content strategy that positions Dovetail as a leader in a brand new category of software, resonating with product teams globally. Build a distribution MOAT via organic channels : Identify, develop, and optimize organic distribution channels to maximize brand visibility and engagement, facilitating broader reach and higher conversion rates. Execute remarkable brand campaigns and events: Lead and execute impactful brand campaigns that effectively raise awareness and generate demand among our target audience and beyond. Lead a high performing team of brand and content

marketers : Build, mentor, and lead a high-performing team of brand and content marketing professionals, fostering a culture of creativity, innovation, and continuous improvement. Use data to validate your strategy: Utilize data and insights to inform your strategy and creative direction, measure performance against goals, and adapt plans to optimize results. Cross-functional Collaboration : Work closely with sales, product, and customer success teams to align brand and content strategies with overall business objectives. Your background Vastly experienced in brand and content marketing with a proven track record of building brands and channels ideally having created a new disruptive category of software. Demonstrated experience in launching and growing organic distribution channels and leading successful brand awareness campaigns. Strong leadership skills with the ability to inspire, motivate, and manage a diverse, high functioning team of marketing professionals. Exceptional communication and storytelling skills, with a knack for crafting compelling messages that resonate with various audiences. Strategic thinker with a creative mindset, capable of identifying and capitalizing on emerging trends and opportunities. Solid understanding of SEO, social media, content syndication , and other digital marketing strategies to drive brand and content visibility. At Dovetail, we're passionate about building and fostering an environment where every team member feels supported and valued. We celebrate individualism, welcoming everyone to show up as their authentic selves every day. It's no secret that diversity builds the best teams, large or small, so we highly encourage applications from people who identify as part of an under-represented group . Please take a peek at Dovetail's commitment to Program 50/50 and hear why we're officially a Great Place to Work on our careers page for more info! Benefits Equity for everyone. We put our money where our mouth is. No matter your role, we provide equity for all along with competitive salaries. See your investment grow as Dovetail grows. Annual retreats. We aim to go away every year to celebrate achievements and have some fun as a team. New Zealand followed by the Whitsundays... where to next? Equal parental leave. We offer an inclusive framework of 20 weeks equal paid leave to support new parents. Every family is unique, so you make the call how you'd like to take care of what matters most. Modern and pet friendly offices. Bring your pooch to our modern, ergonomic offices in the heart of Surry Hills. We also host monthly events for the whole team to connect and unwind. Flexible work-life balance. We love our bright and shiny offices, celebrating wins together, and working on super collaborative and cross-functional projects. While our teams love coming together IRL, we also let you make the call on how and where you want to work. Develop and grow. Take a course, attend a

lunch and learn, or head to a conference to help you grow! We love to support you any way we can, so expect Dovetail to be your #1 fan when it comes to achieving your career goals. Extra paid days off. Enjoy ad-hoc KitKat days to take a step back and spend it however you like. Hit the beach, spend time with your family, pick up that hobby you've been meaning to try, or anything in between! Health is wealth. We believe that everyone has the right to mental wellness and support. So every Dovetailer has access to Uprise (Employee Assistance Program) for themselves as well as their families. Floating public holidays. Public holidays don't always align with when you want to take leave. So the choice is yours when it comes to swapping public holiday leave for a later date. You do you! #J-18808-Ljbfrr

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