

Senior Director of Global Marketing

Job Type: Full Time

Location: Midtown Atlanta / Remote

Reports to: CEO

Company Overview

First Performance powers subscription management and card engagement as a turnkey API solution to leading processors and banks across the world.

First Performance is a global company headquartered in Midtown Atlanta's hub of technology and innovation and has offices also in Santiago, Chile and Sao Paulo, Brazil. We are backed by some of the largest and most respected financial and corporate investors including MasterCard, Fiserv/First Data, RRE Ventures, Synchrony Ventures, Regions Bank, and Thandorf Ventures.

Everyone at First Performance brings purpose and passion to work every day. Our teams are small, dedicated and collaborative. Individuals are given ownership and accountability for their work. Our company is not just about technology, it's about people. If you love to invent, have an entrepreneurial spirit, and strive for operational excellence, we want you on our team!

Position Description

The Senior Director of Global Marketing will report directly to the CEO and is responsible to develop and execute effective digital, content, and growth/grassroots marketing plans to increase First Performance's brand awareness to drive more leads and increase revenue.

The ideal candidate is someone who has a track record of scaling growth-stage businesses and is energized by working in a dynamic, fast-paced environment. You are obsessed with keeping pace with the latest trends in digital, content and growth marketing and are a seasoned leader who also excels at being a hands-on contributor.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- B2B Demand Generation: drive the strategy and execution of B2B channel partner acquisition and activation (our main go-to-market vector) in partnership with Sales
- Product Marketing & Sales Enablement: articulate and implement our product messaging and go-to-market strategy across all channels and product lines, current and future
- Marketing Strategy: work closely with Finance, as well as the broader Exec Team, to set revenue goals and targets, track financial performance, and strategically manage the Marketing P&L for results
- Marketing Operations: oversee the creation of a world-class marketing and data tech stack to help us communicate and interact with leads and customers programmatically and at scale
- Brand Marketing, Content Marketing, and PR/Comms: define our brand tenets and positioning; designing the strategy and execution of our content marketing play; and driving brand awareness and buzz
- Creative Services & Field Marketing: deliver world-class creative materials across all formats (including event production)
- Insights & Research: build a Consumer / Partner Insights function from the ground up using proven qualitative and quantitative market research practices

- Consumer Lifecycle Marketing: build and implement our end consumer retention and engagement strategies, systems, and campaigns.

Qualifications

- Degree in marketing, communications, business, engineering, design, or related field
- 5+ years of experience in digital, growth, and/or grassroots marketing
- Experience working closely with a Sales team to power a B2B strategy
- Past experience running and managing programs across a breadth of channels (paid & unpaid; online & offline), and targeting a complex audience
- Experience launching and managing marketing automation campaigns
- Experience directing the efforts of and applying the results of marketing analytics and customer insights functions (segmentation, testing, etc.)
- Strong familiarity with relevant functional tools, processes, systems, and solutions, including success architecting and implementing new ones
- Deep connectivity to the broader marketing community (peer leaders, vendors, etc.) as a way of magnifying your own capabilities
- Strong understanding of customer and market dynamics (financial, card and payments industry, a plus)
- Ability to travel, both domestic and international, will be required (e.g., conferences, meetings, events)
- Fluent or proficiency in English, Spanish and/or Portuguese and prior experience in similar field (FinTech, Payments, Startups) are a major plus

Compensation

First Performance provides a full range of benefits for our global employees and their eligible family members.

- Healthcare
- Vision and dental
- Unlimited vacation
- Equity participation in the company
- Short and long-term disability
- 401(k)
- Work from home options