

JOB DESCRIPTION

SBL Chief Marketing & Revenue Officer

What's the gig?

We are looking for a Chief Marketing & Revenue Officer, who will be responsible for developing and implementing new marketing strategies, leading our marketing team and taking overall responsibility for revenue generation.

In this high-profile role, you'll report to the CEO directly and work with the leadership team to develop our overall business vision, strategy and brand. Your particular focus and accountability will be to plan, manage and track the generation of revenue based on implementing and optimizing digital marketing strategies.

You will need to have excellent leadership and communication skills to successfully guide, inspire and build a remote marketing team that will grow as we expand into new online education markets beyond bass.

About us

Scotts Bass Lessons is one of the leading and most promising music focused online learning companies on the planet. We've dominated the global bass guitar education market for the last decade with over 40,000 current students and more than 2 million followers on our social channels. We will be taking our online learning model into different instrument verticals with the vision of becoming the world's leading online music education platform.

Your responsibilities

- Reporting to the CEO, you will have overall accountability for marketing and revenue generation across our product types, a mix of subscription and single product digital content.
- You will lead, inspire and grow the marketing team, building a marketing function that is agile, always learning, engaged and highly effective.
- You will develop and oversee the execution of a comprehensive marketing strategy that drives us to meet and exceed the revenue targets.
- You will take overall accountability for brand communication across all our products and platforms.
- You will set and manage marketing budgets including spend on paid advertising.
- You will utilize market leading, multi-channel communication developments and technologies to keep all audiences informed, engaged and connected.

- You will conduct thorough analysis on marketing ROI and successfully develop cost effective solutions that the team can implement.
- You will actively participate in company planning to integrate strategic work with operational planning, along with the creation of a master marketing calendar.
- You will oversee the development of core content and social media strategies through the content team to drive engagement, exercising synergies across marketing channels to unlock potential content and social-led themes and campaigns.
- You will oversee and support our growth, acquisition and monetization strategies as well as looking for opportunities to drive overall growth in all areas.

About you

- You have a minimum of 5 to 10 years experience in successfully leading high performance digital marketing teams
- You have a very strong understanding, experience and background in digital and direct response marketing
- You have a strong knowledge of both paid acquisition and content marketing strategies, with a track record of success
- You have experience in growing marketing teams and tailoring organizational structure to optimize performance
- You're a team-player and builder who can execute and thrive in a fast-paced environment and startup culture
- You're a decisive leader with the ability to reorient teams and drive execution cross-functionally when priorities change or are ambiguous
- You have excellent interpersonal and communication skills
- Ideally you have experience in online education and music, or you can demonstrate how your experience has prepared you for this role

The ideal personality

Our perfect fit is someone who is a problem solver who understands the difference between “yes, and...” and “yes, but...”. You should be a hungry, focused personality with a positive attitude and a deep desire to deliver. Working in the music education sector means going the extra mile, and we need someone who is always willing to rise to the occasion and strives to put forward amazing work that exceeds expectations. Someone who is detailed and organized, driven and displays vigor and comes ready to play every day. Confidence, self-discipline, and a congenial, curious mind are things we love and admire.

Final thoughts

- This is a full-time, remotely based position
- We can offer either an employed or contracted position

- We prefer that you're located in a timezone close to +/- 5 hours GMT
- The team's language for communication is English

If you're thinking: "This is totally me!" then please apply using the online form linked below. We can't wait to meet you!

[ONLINE APPLICATION FORM](#)