

Accion Venture Lab

Job Description Bank



Role	CMO
Title	Global Head of Marketing
Company	Shazam

Location

Redwood City, California, United States

Summary

At Shazam, we are focused on continued growth, to support that growth we need a Global Head of Marketing who will help us leverage our brand as it stands, whilst looking to the future and strategizing how we continue to develop our user base globally.

Reporting to the Chief Product Officer, this hands-on Head of Marketing will be responsible for all things Marketing at Shazam, including corporate, product, online and customer marketing. Your insights and data focus will help crystalize the way you plan, organize, staff, train and manage all marketing functions. All of those activities will help to achieve Shazam's objectives of user adoption and sales growth, while ensuring a marketing message, brand, and position consistent with our company's direction.

This detailed list provides a very clear idea of the job.

Job Description

Based in Redwood City and collaborating widely with the global business, you will:

- Lead Shazam's global marketing function
- Form Shazam's overall marketing strategy to drive awareness, retention, and growth
- Drive awareness, retention and development of users in existing and emerging markets
- Lead, define, and deliver all aspects of major global product launches that will reach hundreds of millions of people
- Drive visibility and use of new and existing Shazam product features
- Track, understand, report and improve upon key marketing and user metrics
- Carefully analyze performance metrics to ensure a data-driven approach to further improvement and innovation
- Broaden Shazam's use case from utility to destination for great music and beyond

- Collaborate with Sales and other Shazam teams to lead marketing of brand partners via Shazam
- Form Shazam's marketing team including brand, consumer, and social marketing
- Own the Shazam brand and its expression through the Shazam product and all other channels

Qualifications

- Bachelor's degree in Marketing or Business or communications-related subject, or related experience.
- 8+ years of marketing experience, preferably with 4+ years in mobile apps
- Strong project management or organizational skills
- Ability to effectively communicate information and ideas in written and verbal format
- Superbly creative with an extreme eye for design and quality of execution
- Public relations, Social Media, Community Management experience
- Nimbleness with all the tools needed to get the job done
- Hands-on, almost to a fault
- Strong international experience

This extensive list of qualifications and lack of mentioning salary or perks indicates that the position is very senior.

Role	CMO
Title	Senior Marketing Lead
Company	Human API

Company Description

Human API is the easiest way to integrate health data from anywhere. We provide a single, secure connection to data from medical records, wearable sensors, testing services, and wellness devices and apps. Using our end-user authentication process, individuals can securely share their health data with any application or system, regardless of how that data was recorded, processed or stored.

Location

Redwood City, California, United States

This is a very exciting opportunity for someone with the right experience.

Summary

As our first marketing hire, you will put Human API on the map. We've been pretty quiet to date, but now we're ready to share our hard work with the world. You will be responsible for crafting the narrative for the new market concept of "patient-mediated health data exchange" -- and Human API's role within the ecosystem. Your marketing initiatives will directly result in a world with more open, accessible health data.

Job Description

YOU'LL OWN:

- Establishing Human API as a leader in health data exchange. You will shape our brand, story, and positioning within the market
- Our marketing initiatives from end-to-end -- strategy, execution, budget, and metrics
- The development of all outward-facing collateral and content marketing (blog, website copy, public relations efforts, one-pagers, white papers, case studies, etc.)

Qualifications

YOU PROBABLY HAVE:

- 5+ years experience in marketing, preferably speaking to multiple audiences in a nascent market
- Worked at a B2B SaaS startup (or are intimately familiar with driving business goals in a scrappy, chaotic environment)
- A strong content background and great story telling skills
- A healthy blend of analytical and creative skills with a strong bias towards getting things done

WE REALLY LIKE PEOPLE WHO:

- Own problems end-to-end. We have an ownership driven culture and we want you to step up
- Are metrics focused. If you can't measure it, you don't really know what is happening
- Think big. We have lofty goals and we want them to excite you, not scare you
- Have a great sense of humor

We're looking for people who care deeply about the problems we're solving and who will walk through walls to make things happen.

Perks

\$80K – \$120K Salary

0.1% – 0.25% Equity

The use of colloquial language in a JD is favored among startups, but may be not be best suited for this more senior role.