

Head of Marketing

Reports to Founder and CEO

About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

Job Overview

We are searching for a strategic Head of Marketing who has experience leading the marketing efforts for an organization and managing teams. You will be overseeing the work of the social media, blog, and marketing partnerships team. It is your responsibility to make sure that all marketing campaigns are on track and that goals are being met, as well as work with the Startup Boston Executive Team to set those goals. Our ideal candidate will have a well-rounded background in marketing, the ability to train and coach less-experienced volunteers, and stellar candidates will be familiar with the unique challenges faced by media organizations.

You will also be responsible for recruiting volunteers for the Marketing team and managing multiple direct reports. Prior experience managing others is required.

As a critical member of the Marketing team, the Head of Marketing is a volunteer role that provides experiences similar to a Chief Marketing Officer, VP of Marketing, and Director of Marketing.

Responsibilities and Duties

- Oversee all marketing campaigns, including all deliverables for Startup Boston Week
- Manage multiple teams within the marketing department and ensure all goals are being met
- Recruits and trains volunteers for the Marketing department
- Serve on the Startup Boston Executive Team, providing strategic guidance and direction for organizational goals

Qualifications

- Time commitment of 5-10 hours per week
- 3-5 years experience leading marketing efforts for an organization
- 2-3 years of management experience, as you will be overseeing multiple teams and multiple people
- 1 year of experience in recruiting or sales is highly desired but not required
- Ideal candidates can be physically available to be onsite during Startup Boston Week