



You ready to be our new

## Vice President of Marketing & Community

### Let's discuss why you should join our Vamp world.

We are building the future of Influencer marketing! In just six years, we've grown to seven offices globally, built an invite-only network of 45,000+ creatives/influencers, worked with some of the world's largest brands, and been recognised by Deloitte among the fastest-growing companies in Australia and all of Asia Pacific, for the last four years. And guess what? We are ready to scale even further.

Due to our exciting growth, we now have an opening for a VP of Marketing & Community, based in our Sydney, Melbourne, or London office. Reporting to the Chief Executive Officer, this role will be pivotal in taking our Marketing and Influencer Community strategy to the next level.

We are looking for a strategic, results-oriented leader who will help us position the company for growth, as well as, build the Vamp brand to deliver beautifully effective content for some of the world's most iconic brands.

### As a VP of Marketing & Community, you'll get to...

Be an integral part of leading the future of Vamp.

You will be at the forefront of an exciting and fast-growing industry and be the champion for our brand values. As a key member of the senior leadership team, you will partner with the CEO and leadership team to identify key levers of profitable growth and drive engagement from our customers and our influencer community.

You will be an experienced leader, a team player, and a strategic visionary, who also thrives on being deeply involved in the day-to-day execution of the job. Best of all, you'll be part of an open, honest and driven culture that supports you like no other.

### Be responsible for...

The marketing and community teams. You'll set priorities for the allocation of program dollars while considering the needs of both sides of our business, our customers and our influencers. You will provide key insight into the overall company strategy based on your acute understanding of growth opportunities and the cost-benefit of these different options. Success in this role means

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you:

- Create long-term strategic market expansion and growth plans
- Develop and execute integrated global marketing strategies that drive brand awareness, growth and demand generation across all marketing and community channels
- Develop positioning and messaging that differentiates Vamp by understanding customer needs, product roadmap, market trends, and competitive forces
- Drive user acquisition and engagement by building and implementing campaigns (online and offline) and community events
- Work closely with sales teams on pipeline management and funnel efficiency
- Partner with the product team to shape our influencer product experiences throughout the customer lifecycle
- Build and manage a budget across functions and geographic markets to drive impact and positive ROI
- Define a metrics-driven culture, using forecasting, tracking, and evaluation tools and practices to provide transparency and consistency of marketing spend effectiveness
- Be a champion for next-generation marketing and operations best practices

### **What you'll bring to the table...**

Experienced leader who enjoys the power of social media and influencer marketing, as well as, working with creative, passionate colleagues to build an effective, profitable, growing company.

- 15+ years of experience in marketing or technology. Strong experience with digital, consumer apps or dual-sided marketplaces a plus
- Passionate about building impactful communities and technologies
- Proven track record of developing and executing high impact go-to-market strategies
- Effective cross-functional collaboration to drive alignment to strategy and priorities and effective, fast delivery
- Strong understanding of how to maximize the value investment in campaigns and product features to attract customers and achieve key company goals
- Strong analytical and research skills with respect to products, competitors, and market dynamics. Can quickly synthesize disparate data into a 'position' and craft messaging that connects with a diverse audience of stakeholders; including customers and executives
- Highly motivated leader with a strong sense of urgency and direct accountability
- Demonstrated leadership skills building teams and leading teams, as well as, influencing company direction

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