



## Head of Product Marketing

Join us in building the future of Influencer Marketing!

Vamp is an award-winning Creator marketing solution. We connect brands with influential creators, who collaborate on the Vamp platform to deliver campaigns that generate brand awareness, engage new audiences, and drive conversion. In just six years, we've built an end-to-end influencer marketing platform, grown to a global network of 45,000+ creators, achieved accredited partner status with Instagram, Meta, TikTok and YouTube, and worked with some amazing brands like Adobe, Converse, Diageo, Estée Lauder, and Samsung to name a few. We've scaled to seven offices globally and are proud to be recognized by Deloitte as one of the fastest-growing tech companies in Asia Pacific.

Due to this exciting growth, we have an opening for a **Head of Product Marketing**, based in our **Sydney** office. We're on a mission to be a force for good in unifying the influencer marketing ecosystem, and this role will be pivotal in taking our efforts to the next level.

### The role

Vamp is looking for a Head of Product Marketing, who will be responsible for leading product marketing initiatives globally, developing compelling audience messaging and content for each Vamp product and audience. Reporting to the VP Marketing & Community, the postholder will be responsible for creating and implementing the strategy that positions the Vamp platform as a market-leading influencer marketing solution.

While no two days are alike, your key responsibilities will include:

- Work closely with the VP Marketing and Vamp leadership to create and define Vamp's GTM positioning and strategy
- Productize the Vamp offering by developing the overarching product narrative for existing and new products, including how the platform should be articulated as an end-to-end marketing solution
- Create and successfully drive awareness, adoption and usage of the Vamp platform by developing audience-specific product messaging and positioning into meaningful marketing materials
- Carry the voice of the customer by leading customer advocacy groups, collating feature and functionality requests from sales, and working collaboratively with product management to prioritize the roadmap
- Oversee market segmentation, competitive insights and addressable market

research to define NPD opportunities and build a business case for entering new markets

- Be the enablement champion within the business, building and maintaining internal learning curriculum, assets and tools for sales, marketing and customer success

### **What you'll bring to Vamp**

We're looking for thinkers and doers. Those that aren't afraid of change, but rather adapt and embrace it. This is the most exciting time to join our journey, as you'll have a real opportunity to make a meaningful impact on the direction and future of our company.

- Degree educated, or extensive experience crafting technology messaging for marketing solutions software
- Excellent written and verbal communication skills
- Ability to break down the complex into articulate, easy to understand messages
- Attention to precision and the ability to handle multiple priorities under time pressure
- Experience working in a fast-paced, cross-functional environment
- Ability to manage stakeholders, influence peers and canvass support to resolve issues
- A passion for, or familiarity with social networks and the Creator Ecosystem

### **What Vamp brings to you**

We want to empower you to influence the success of Vamp and are #allin when it comes to supporting you and each other. Becoming a Vamper means:

- A voice. You are empowered to influence Vamp. This is a place where we speak up, not speak down.
- A focus on mental health. We believe more workplaces should make it a priority.
- Ahead of the game. Being at the forefront of an exciting fast-growing industry
- Flexibility. Have a say on how you do your best work with our flexible working culture.
- Vamp life balance. A healthy Vamper is a happy Vamper. We provide leave so you stay.
- Ownership. We have an equity plan for our Vampers because when our value says #allin, we mean it.
- A meaningful impact on Creators around the world.

### **So, what's next?**

It's important that our culture fits you and provides a place for growth, challenge, and satisfaction.

- Are you passionate about amplifying creativity and helping creators pursue their dreams?
- Do you welcome change and adapt easily to a growing business?
- Do you stay curious about improvements and solutions?

- Are you seeking somewhere you can bring your whole self to work?
- Do you want to be part of a team that collaborates and celebrates?

If your answer is yes, we'd be thrilled to meet you.