

Job description

Job Title: Chief Marketing Officer

Location: Abingdon, Head Office

Department: CMO

Position Reports To: CEO

The Company

Gigaclear is the leading alternative operator of rural full fibre broadband networks in the UK. Offering customers a truly world class product, we are developing our fibre-to-the-premises broadband (FTTP / FTTH) infrastructure to some of the most difficult to reach areas of the UK. Our mission is to empower those communities with brilliant broadband.

We currently operate the largest full fibre network in the UK, having passed 100,000 premises with over 8000 kilometres of network, and circa 25,000 customers. Our geography currently spans rural areas across the South of England stretching into parts of the Midlands. With a mixture of government contracts and significant commercial opportunity, we have ambitious plans to develop our infrastructure over the next 5 years and to unlock opportunities in these areas by attracting as many residential and business customers as possible onto the network.

Gigaclear is a young and growing company. As we grow and scale we are transforming both how we deliver the network, but also how we market, sell and service our customers. With a new product portfolio we are looking for a leader who will differentiate Gigaclear by what we offer to and how we treat our customers.

The Role

Reporting into the Chief Executive, the CMO will continually develop the vision and strategy to meet and beat revenue objectives. The CMO will lead us to fulfil our ambitions to acquire new customers, retain existing customers and increase average user revenue, whilst leading and driving a customer focused culture across the organisation.

The CMO is responsible for leading 3 significant parts of the business:

- Customer Experience – encompassing the relationship with the Delivery team within our build communities through the full customer lifecycle
- Marketing - encompassing controlling Strategy, Budget, Product, Pricing, Brand and Communications.
- Sales – encompassing a field sales team, who work within our communities, a telesales team as well as our digital channel all supported by a sales operations function.

Overall the team is circa 85 staff and growing. This is a high profile leadership role as well as a hands on management role. The CMO needs to nurture, support and develop the management team to help realise the full potential of our people.

Experience

The CMO will bring their knowledge of our market place and experience of building and developing a highly successful marketing, sales and customer services organisation in a high growth telecoms business. Previous experience within an ISP or with Broadband products, pricing and propositions is highly desirable.

The CMO will be a capable and proven sales leader, able to lead, motivate and develop a diverse Sales team. The CMO will constantly review our targets, driving the sales teams to achieve against these. The CMO must have a desire to be close to sales.

The CMO must be an analytical and strategic marketer, with the ability to develop our brand and reputation. The CMO will lead the team to continually review and develop our product propositions, pricing and use of different channels. Using their experience in consumer marketing and digital marketing to help drive up penetration. The CMO must have experience of managing multi-channel sales & marketing, including a thorough understanding and appreciation of digital channel development, automation & execution.

Excellent customer service must be a core value and passion for the CMO. There is a huge opportunity here for the CMO to develop our customer service to be a differentiator. An understanding of how to motivate, manage and drive transformation in a customer experience environment is essential.

Outstanding leadership skills are required in this role to drive up improvements in performance, coach and develop our people and to really engage our people to make the most of the opportunity we have. The CMO will have energy and be prepared to be hands on when required.

A strategic, commercial and analytical decision maker. Able to communicate effectively ensuring positive management of stakeholder relationships.

The CMO must be resilient and committed with high levels of integrity.

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.