

Fidra Tech	Job Description	Ref No.: FTHR0X260110
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Job Title: **Director - Marketing**

Role Overview

The Marketing Director is responsible for defining and executing the overall marketing strategy across **Lenador** and **Fidra Tech**, ensuring strong brand positioning, market visibility, and sustainable growth for both companies and their platforms.

This role operates at a group level and serves as a key strategic partner to executive leadership, overseeing brand development, demand generation, digital marketing, partnerships marketing, and go-to-market strategies. The Marketing Director will ensure alignment between brand vision, commercial objectives, and customer experience across all touchpoints.

Key Responsibilities

Group Marketing Strategy & Leadership

- Develop and lead the unified marketing strategy for Lenador and Fidra Tech, aligned with business objectives and growth plans.
- Define brand architecture, positioning, and messaging across companies, platforms, and products.
- Translate company vision into clear, compelling marketing narratives for different audiences.
- Act as a strategic advisor to executive leadership on marketing, brand, and growth initiatives.

Brand Management & Positioning

- Build, protect, and evolve the Lenador and Fidra Tech brands across all channels.
- Ensure consistent brand identity, tone of voice, and visual standards across digital and offline assets.
- Oversee brand guidelines and ensure adoption across teams, partners, and platforms.
- Strengthen brand trust, credibility, and market differentiation in competitive environments.

Demand Generation & Growth Marketing

- Lead demand generation strategies to drive user acquisition, partner onboarding, and revenue growth.
- Oversee performance marketing, digital campaigns, SEO/ASO, content marketing, and social media.
- Develop go-to-market plans for new platforms, features, and services.
- Optimize marketing funnels from awareness through conversion and retention.

Platform & Ecosystem Marketing

- Support the growth of digital platforms by driving listing supply, partner adoption, and user engagement.
- Collaborate with Partnerships, Sales, and Product teams to design partner-focused marketing initiatives.
- Develop campaigns that activate local communities and business ecosystems.
- Use data and insights to refine platform positioning and user experience.

Content, Communications & PR

- Oversee content strategy, storytelling, and editorial direction.
- Manage corporate communications, announcements, and public relations.
- Support thought leadership initiatives, industry presence, and brand authority.
- Ensure messaging resonates with regional and cultural contexts.

Marketing Operations & Performance

- Define marketing KPIs and performance metrics across both companies.
- Monitor campaign performance, ROI, CAC, and growth indicators.
- Manage marketing budgets, agencies, vendors, and external partners.
- Build and lead a high-performing marketing team across functions.

Cross-Functional Collaboration

The Marketing Director will work closely with:

- **Executive Leadership** – to align marketing with vision and growth strategy.
- **Product & Platform Teams** – to shape go-to-market strategies and user experience.
- **Partnerships & Sales** – to drive partner acquisition and revenue enablement.
- **Operations & Customer Experience** – to ensure brand promises are delivered.
- **External Agencies & Media Partners** – to execute campaigns and brand initiatives.

Key Performance Indicators (KPIs)

- Brand awareness, perception, and market positioning
- User acquisition, activation, and retention metrics
- Partner acquisition and platform growth contribution

- Marketing ROI, CAC, and funnel conversion rates
- Campaign performance and go-to-market effectiveness
- Consistency and strength of brand execution
- Team performance and operational efficiency

Required Experience & Qualifications

Experience

- 10–15+ years of experience in marketing leadership roles.
- Proven experience leading marketing across multiple brands or business units.
- Strong background in digital marketing, platforms, marketplaces, or technology-driven businesses.
- Experience supporting B2B, B2C, or hybrid business models.
- Demonstrated success in building brands and scaling growth.

Professional Skills

- Strategic thinker with strong execution capabilities.
- Deep understanding of brand strategy, growth marketing, and digital ecosystems.
- Strong leadership, communication, and stakeholder management skills.
- Data-driven mindset with the ability to translate insights into action.
- Ability to operate in fast-paced, entrepreneurial environments.
- Experience managing agencies, budgets, and cross-functional teams.

Education

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Master's degree (MBA or Marketing) is a strong advantage.
- Relevant certifications in digital marketing, growth, or brand strategy are a plus.