

## Job title

Head of Marketing

## Location

Kings Hill (Kent), near West Malling

## Who are RDT?

RDT is a focused and successful agile software company. It has been working in the UK insurance market for over 20 years and in this time has been delivering highly innovative software and consulting solutions. RDT prides itself on being a disruptive force in the insurance market and has been at the forefront of many pivotal technology innovations. This is still true today, as we continue to build industry changing products in our singular quest to *ReDefine Tomorrow*.

## The Head of Marketing role at RDT

As the Head of Marketing, you will be responsible for all aspects of marketing, from the go to market strategy, the overall marketing mix across traditional and digital media, through to budgets and reporting against ROI. Critically, you will have a passion for making the complex simple, love storytelling you will know how to use your budget to punch above your weight in market.

This is a great opportunity to join an ambitious insurtech with a green field approach to how we should manage marketing. A key early deliverable will be to reposition the brand and value propositions to support our growth ambitions.

## What you'll be doing

- Define the positioning and go to market strategy for RDT
- Build and manage impactful B2B marketing campaigns
- Partner with product managers to distill key functionality and benefits into core product marketing messages
- Work closely with the sales team to support them through the sales cycle and develop collateral and campaigns that helps them achieve our growth targets
- Understand and monitor market dynamics, segmentation, buyer need and competition
- Develop the marketing capability, whether in-house or through agencies to execute on the marketing plan
- Use a range of analytics and KPIs to measure the effectiveness and performance of go to market strategies

## The role will be hands on with

- Paid, owned and earned media
- Events
- Awards
- Campaign planning and management

- Agency selection and management
- Market research
- Competitor monitoring
- Case Studies
- Thought leadership
- Conference speaking
- Content management in multi-media
- Copywriting
- Budget control

**Qualifications & Experience:**

- Bachelor's degree minimum
- Extensive experience, ideally with a mix of marketing, product marketing and marketing strategy
- Expertise in marketing software solutions, preferably with experience in insurance

## What's in it for you

You will have the opportunity to shape the direction of RDT and its process, skills and practices and influence our strategic, technical and business approach. You will be working with sharp and innovative people who are dedicated and driven and more than happy to share their knowledge with you. You will be expected to be the best you can be and encouraged and supported to achieve this.