

Position Description – Head of Marketing

DIVISION & TEAM	Marketing People, Brand	REPORTS TO	Chief People Officer (or any other position as determined and advised by JSCL)
BAND			
FUNCTIONAL RELATIONSHIPS	<i>INTERNAL</i> <ul style="list-style-type: none"> CEO & EXECUTIVE TEAM BU LEADERSHIP TEAMS 	<i>EXTERNAL</i> <ul style="list-style-type: none"> CUSTOMERS AND PROSPECTS (NZ, AU, UK) STRATEGIC PARTNERS INDUSTRY ASSOCIATIONS AND INFLUENCERS CREATIVE, DIGITAL, PR AND MEDIA AGENCIES 	
POSITIONS REPORTING TO THIS POSITION	<i>INTERNAL</i> <ul style="list-style-type: none"> 		
	<i>APPROX. NUMBER OF INDIRECT REPORTS:</i>		
CONTROLS A BUDGET	NO	DELEGATED FINANCIAL AUTHORITY	YES – Refer to Jade DFA level tiers for amount
CAPEX AUTHORITY	NO	AUTHORITY TO COMMIT TO LONG TERM CONTRACTS	NO

ROLE PURPOSE

- The Head of Marketing is both a strategic enterprise leader responsible for shaping Jade’s market presence, accelerating growth, and building a high-performance marketing function and a high impact practitioner. This role sets the strategic direction for all marketing activity across ThirdEye, Platform, Application and Corporate ensuring Jade competes and wins in global markets.
- This is not a traditional marketing role. It is a leadership position that:
 - Drives commercial outcomes
 - Elevates Jade’s brand and reputation
 - Builds a world-class marketing capability
 - Creates clarity, alignment, and momentum across the organisation
- You will build and lead a team and function that ensures Jade’s brand, products and services are position for long-term success and that every customer interaction reflects a high-performance organisation.
- This role requires someone who can set enterprise-wide strategy while also being hands on in execution.

1. KEY ACCOUNTABILITIES AND EXPECTATIONS

Enterprise Leadership & High-Performance Culture

- Act as a senior leader who shapes Jade’s culture, performance expectations, and strategic direction.
- Set a high bar for excellence, pace, and accountability across the marketing function.
- Drive a culture of ownership, data-driven decision-making, and continuous improvement.
- Influence and challenge cross-functional leaders to ensure alignment, clarity, and execution against strategy.
- Role model Jade’s leadership behaviours and values, setting the tone for the wider organisation.

Strategic Marketing Leadership

- Own Jade’s enterprise-wide marketing strategy, ensuring it supports growth ambitions across all business units.
- Define and evolve Jade’s brand architecture, value propositions, and market positioning.
- Lead the development of integrated go-to-market strategies that accelerate customer acquisition, retention, and expansion.
- Ensure Jade’s marketing strategy is informed by market intelligence, customer insights, and competitive analysis.

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- Provide strategic leadership to Product, Sales, and Executive teams on market opportunities, customer needs, and brand direction.
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Commercial & Growth Accountability

- Own the marketing contribution to pipeline, revenue, and customer growth.
 - Lead a high-performance growth engine across digital, SEO, ABM, paid media, and lifecycle marketing.
 - Ensure marketing investment is aligned to commercial priorities and delivers measurable ROI.
 - Partner with Sales and Product to drive predictable, scalable growth across regions.
 - Build and maintain a performance dashboard that provides transparency and accountability across the organisation.
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Brand, Content & Corporate Reputation

- Strengthen Jade's brand presence and reputation in global markets.
 - Lead thought leadership, PR, and corporate communications to position Jade as an industry leader.
 - Ensure Jade's brand is consistently represented across all channels, products, and regions.
 - Oversee the creation of high-quality content that supports demand generation, sales enablement, and customer engagement.
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Product Marketing Leadership

- Partner with Product and Sales to define compelling value propositions and messaging for all Jade solutions.
 - Lead product launch strategy, sales enablement, and customer lifecycle marketing.
 - Ensure product marketing drives adoption, retention, and expansion across customer segments.
 - Influence product strategy through customer insights, market analysis, and competitive intelligence.
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Marketing Team Leadership

- Build, lead, and develop a high-performing marketing organisation with clear expectations and accountability.
 - Ensure the team operates with clarity, pace, and discipline, delivering high-quality outcomes consistently.
 - Create an environment where talent is developed, challenged, and supported to grow.
 - Maintain a strong operating rhythm, including planning, reporting, and performance reviews.
 - Ensure the team is aligned to Jade's strategy, values, and performance expectations.
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Hands on Execution & Craft Excellence

- Personally deliver high-quality marketing outputs where required, including messaging, content, campaign direction, product marketing assets, and strategic communications.
 - Set the benchmark for quality, pace, and clarity through your own work — modelling what "excellent" looks like for the team.
 - Step into execution when needed to maintain momentum, unblock progress, or accelerate delivery.
 - Operate comfortably across strategic, tactical, and operational levels, adjusting your altitude based on business needs.
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Leadership

- You understand high performance at Jade, this not only means what you do but also how you do it.
 - You demonstrate values aligned behaviour and expect the same from your team.
 - You consistently communicate to your team so they know what is happening within Jade and act as the conduit to the Leadership Group, communicating risks or concerns that may be present.
 - You are accountable for the recruitment and onboarding of staff within your team in line with Jade's recruitment policy.
 - You are accountable for the ongoing support of staff within your team, including activities relating to onboarding, performance management, succession planning, reward, and recognition.
 - You are actively involved in developing your team by coaching and mentoring.
 - You assess the capability needs of your team, now and in the future, aligning your people's development plans and training needs accordingly
 - You consider all of Jade when making decisions, managing risk, or directing your team, ensuring your focus is aligned to the wider business
 - You help your team to understand the bigger picture of Jade, supporting the direction of the Company and always presenting it to your team in a positive way
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Jade Values and Culture

- You know our values, what they mean to us, and you demonstrate leadership through role modelling the values
 - You encourage others, your team, and the wider Jade team, to behave in line with our values and provide feedback when they aren't
 - Feedback regarding your behaviour in line with the values from your stakeholders is positive and you seek feedback on areas where you might feel challenged
 - You keep up to date with our vision and purpose, strategies and priorities and you champion them with your team, ensuring everyone understands and is aligned
 - You behave in line with our policies, procedures, and legislative obligations
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Personal Development

- You have an established training and development plan, in consultation with your People Leader and you commit to delivering against it each year
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- You engage in regular development conversations with your People Leader and actively work on areas of your development.
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Safety & Wellness

- Manage your own safety and wellness; and take appropriate measures to manage workplace hazards, accidents, and incidents.
 - Encourage your team members in their safety and wellness and to actively participate by supporting their training and maintaining safe systems of work
 - You display commitment through actively participating in and supporting safety and wellness initiatives
 - You understand and comply with all safety and wellness policies and procedures
 - Report all accidents and incidents, including discomfort and near misses promptly
 - You keep your work area tidy and clear of clutter and hazards
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Other duties as may be reasonably required from time to time.

2. PERSON SPECIFICATION

	ESSENTIAL	PREFERRED/DESIRABLE
Education/Training	<ul style="list-style-type: none"> • Tertiary qualification in Marketing, Business, Commerce, or related discipline. 	<ul style="list-style-type: none"> • Leadership or executive development training.
Experience/Knowledge/Skills	<ul style="list-style-type: none"> • 10+ years of marketing experience, with at least 5 years in senior leadership roles. • Proven success leading marketing in high-performance, high-growth, or SaaS environments. • Demonstrated ability to build and lead high-performing teams. • Strong commercial acumen with experience owning budgets, pipeline contribution, and ROI. • Expertise in product marketing, brand strategy, and digital/growth marketing. • Experience operating in international markets (UK, AU, NZ or similar). • Exceptional communication, influencing, and stakeholder management skills. • Strategic thinker with a track record of delivering measurable business outcomes. • High personal accountability, resilience, and ability to operate at pace. • Proven ability to produce high-quality marketing outputs personally — content, messaging, campaigns, or product marketing assets. • Ability to thrive in a small, high-impact team where individual contribution materially affects outcomes. • Demonstrated ability to build capability while simultaneously delivering work at a high standard. • Strong growth mindset. • AI-savvy and innovative, with the confidence to challenge norms and drive adoption 	<ul style="list-style-type: none"> • Experience in compliance, financial crime, or regulated industries. • Experience leading global or remote teams. • Familiarity with cloud-based and emerging technologies. • Experience in a scale-up, high-growth, or high-performance organisation where leaders are expected to be hands-on.