



## Head of Marketing

### Description

We're Open Studio, a fast growing online music education startup with the mission of helping our global community of students learn to play jazz better. Our roster of artist/teachers includes Grammy winners, elite players and leading teachers on their instrument.

We are looking for a creative, experienced, and highly entrepreneurial Head of Marketing to develop and execute a broad marketing strategy, building upon the strong product and marketing framework we have in place. A key part of this will be refining and aligning our messaging on-site, as well as in our outbound marketing channels. In this role, you will help chart the future direction of Open Studio working directly with the CEO and executive team, guiding team members with a collective vision and execution of our marketing strategy.

### Key qualifications:

- Creativity, curiosity, organization, and a growth mindset
- Ability to work independently in an outcome-based management structure
- Ability to effectively lead a marketing team
- Successful track record working within a cross-functional team
- Direct experience with website copywriting and CRO
- A strong understanding of online learning and subscription revenue business models
- UX design experience and ideas
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Ability to contribute consistently and positively in a high-paced, fast-changing and sometimes unpredictable work environment
- An analytical problem solver who is data driven, with a deep understanding of website analytics

### Job Requirements:

- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- MBA or Bachelor's degree in marketing, digital technologies or equivalent related job experience
- Experience in leading and managing a marketing team



### **What you'll do:**

- Re-develop our marketing strategy to drive awareness, acquisition, and conversion
- Manage the ongoing execution of our marketing strategy
- Lead and direct the marketing team
- Model and oversee all funnels
- Collaborate with all teams - product, finance, platform, etc.
- Define KPI's to focus the marketing team, ensuring they are correctly measured to get results
- Develop a process of continuous improvement, with analysis and iteration of strategies to consistently improve results

### **Why work at Open Studio?**

- Fully remote startup: flexibility, autonomy, and support
- Fantastic team and a proven 5 year old startup
- 3+ team members dedicated to various marketing channels to help execute marketing initiatives
- Creative support from CEO
- Market and work with the biggest names in jazz and beyond
- Have a global impact (we have members in 110+ countries)
- Competitive compensation and comprehensive benefits

Interested in this opportunity? Send your cover letter and resume to [jill@openstudiojazz.com](mailto:jill@openstudiojazz.com)