

# Job description

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Role    Head of Marketing    Reports to    CEO

## Snap-It

Snap-It app is changing the trades industry and the way tradesmen operate like never before. Snap-It is an on-demand plumbing supplies service, delivering parts to tradespeople and gas engineers on site within 30 minutes. In less than a year we've built an app, launched successfully in London and become the fastest growing tech company in the plumbing and heating industry. Founded and led by a former plumber, we have a deep understanding of the market, our suppliers, and most importantly our customers.

The problem: Tradespeople lose £47k per year, whilst driving, searching and shopping for spare parts.

The solution: Snap-It will save tradespeople time shopping for spare parts, which will increase their billable hours, customer retention and their first call out completion rate.

## Role

As the Head Of Marketing, you will play a vital role in driving growth and helping us expand across London and the UK.

As we're a start-up, you'll need to roll your sleeves up, show great hustle and initiative to generate success. We value our collaborative work environment within the team and support each other no matter what, so it is important you enjoy working shoulder-to-shoulder with your team as well. The ideal candidate will be ready to get involved in all forms of marketing - all digital and social channels, activations, in app marketing and events.

No idea is a silly one and we will value every contribution you make as we expand across the UK. If you have a passion for growing businesses, want to cement yourself as a successful leader of a business and be part of the most exciting start up around, then Snap-It might be the right place for you!

### **So what does the job consist of? You'll :**

- Develop & execute growth marketing strategies across awareness, engagement, acquisition and retention
- Track, measure and optimise channel and campaign KPIs
- Develop unique content, boosting our SEO
- Drive funnel growth with creativity to drive leads
- Create success through partnerships
- Understand and analyse our UX to support product decisions
- Working closely with our sales, operations and sourcing teams to drive promotional activity

### **So who are we looking for? You'll :**

- Have at least 2 years experience in a Head of (or equivalent) level position
- Have outstanding written and oral communication skills, with a great attention to detail
- Demonstrate bundles of initiative, always thinking outside the box
- Be experienced in building and delivering marketing campaigns, with a proven track record of increasing customer acquisition, engagement and retention
- Be able to analyse results, spotting opportunities to achieve growth

- Be highly collaborative with colleagues, and have exceptional planning and organisation skills
- Show great ambition and motivation, able to work autonomously with an entrepreneurial mindset

**Company benefits :**

- 25 days holiday
- Private health insurance
- Be part of our pension scheme
- £500 learning and development budget
- Receive great offers from top retailers through our exciting HR platform
- Secure £1000 when referring a full time employee to Snap-It
- Team socials
- Join The UK's most exciting startups in the UK!