



VACANCY

Head of Marketing

Requirements

- 10+ years of relevant digital marketing experience
- 4+ years of leadership experience
- End-to-end marketing
- Able to drive strategic impact within scale-up
- Teambuilder

 Haarlem  Minimum of 10 years experience



Impala Studios is a leading global mobile app publisher with 20+ successful apps on the App Store and Google Play Store. They plan to expand the organization and bring cool new features and apps to the market. The Head of Marketing will further grow the marketing capability and implement a razor sharp end-to-end digital strategy and process across the whole organization, driving impactful results.





ABOUT THE COMPANY

Impala Studios

Impala Studios' apps rate among the highest in the App Store and Google Play Store, from the weather forecast, checking flight schedules, doing calculations, making music to playing a game. Their mission is to deliver daily delightful experiences, whether they make daily life joyful, simpler, more informed, skillful or creative.

Since their new Managing director joined in 2020, Impala has almost tripled in size to its current 75+ people. Further hyper growth is planned and expected. As a publisher, Impala ideates, designs, develops and markets the apps they create themselves. That's why Marketing is of key importance. Leveraging market insights and driving product branding, user acquisition, conversion and retention will greatly contribute to the business success of Impala Studios. The Head of Marketing will take on this responsibility and play a pivotal role within the organization.





VACANCY

Head of Marketing

The Head of Marketing will drive growth by building a cutting-edge marketing capability by forming a high performing and fully integrated intercultural team. They will also develop and implement a successful end-to-end marketing strategy and process.

The Head of Marketing will be a member of the Management team along with the Managing Director, Head of Products, Head of Technology, Design Manager and Head of People & Culture, and report to the MD. The Marketing Team is directly aligned with the product groups where they work with Product, Technology and Design colleagues to define and execute longterm product roadmaps. The Marketing Team's goal is to provide market intelligence, successfully launch products, attract and convert new users, build a strong brand positioning across various channels and use the subscription model to drive retention. The Head of Marketing will guide the team and work across various areas throughout the organization, which requires a collaborative spirit.

The Marketing team has been quickly expanding and the Head of Marketing will coach the team to step up to the next level, leverage each other's strengths and continue to learn and grow. Positive and inclusive in the approach, this role motivates the team to deliver best in class results and knows how to attract and retain talent.



Developing and implementing the end-to-end marketing strategy requires effective and flexible processes, innovative systems and tools and the use of conclusive and predictive data insights. Marketing has ambitious growth targets and connected budget allocation. The Head of Marketing will increase the level of professionalism and use of market insights and metrics to deliver well-founded strategic decisions about the development of features, channel selection and the advertising strategy's ROI. They will set priorities and enthusiastically drive the marketing agenda within the organization.

The ideal candidate will have experience leading a dynamic digital marketing team and a track record of developing and instituting processes and best practices to achieve KPI results. They are also confident, make fast decisions and love to work in a fast-paced environment. ■



Interested? Impala Studios is working with Top of Minds to fill this vacancy. To express your interest, please contact Hayke Tjemmes at hayke.tjemmes@topofminds.com.



“The Head of Marketing plays a vital role within the organization and the Management Team as a key sparring partner of Product, Technology and Design. Balancing commercial and marketing interests and maximizing the impact of investments requires a steadfast person with a clear vision,”

Rodrick Slot, Managing Director