

VACANCY


# Head of Small Business Marketing

## Requirements

- Over 3 years of working experience in digital marketing
- Understanding of small business segment
- P&L responsibility
- CX and brand targets
- Managing e-commerce priorities
- Stakeholder management

Utrecht Minimum of 5 years experience



A photograph of a diverse group of people laughing and smiling in a social setting. The image is split into two halves: the left half is a dark blue-tinted version of the same scene, and the right half is the original, brightly lit scene. The people are dressed in casual, colorful clothing. A white arrow points downwards from the top center of the page towards the text.

**VodafoneZiggo drives digital progress for people, businesses and society. The company sees opportunities to add more value for small business customers, one of their key growth segments. The Head of Small Business Marketing will be flying the flag for small businesses within VodafoneZiggo by creating and executing a solid strategy and developing innovative additional propositions to meet their needs.**





## ABOUT THE COMPANY

# VodafoneZiggo

**These days, we like to have our media, entertainment and work all at our fingertips. And VodafoneZiggo is one of the leading agents of digitization in The Netherlands as well as a frontrunner in providing the network of the future.**

VodafoneZiggo's services are a part of the daily lives of millions of private and business customers, delivering entertainment and a high-speed Internet network that is powerful and accessible. The company is very committed to the individual customer experience, with smart use of data, for example. It's an exciting time to jump onboard as VodafoneZiggo is transforming its way of working, from a product-driven company to one that is more customer-centric. That's why their strategic initiatives are highly valued and innovation is at the forefront of business.

**'VodafoneZiggo recently won a prize for best marketing company, because of our strong customer-centric marketing strategy.'**

**Jeroen Hoencamp, CEO at VodafoneZiggo**

For businesses, VodafoneZiggo offers go-to solutions so they can bring the best to their clients. From a wide range of telecom solutions to data security and working in the cloud, VodafoneZiggo helps clients to be at the digital forefront.





SOHO (Small Office/Home Office) is a key growth segment, and includes small businesses of one to five FTEs. The segment has an exciting dynamic as these customers often have many growth opportunities and an entrepreneurship energy. Small businesses growing into the SME segment and anyone who starts a company are recognized as a SOHO prospect. The new Head of Small Business Marketing will seize opportunities in this segment, with the right strategy and propositions that add value to small businesses' customer experience and optimize their customer journey.





VACANCY

## Head of Small Business Marketing

**There is no business like small business. And the Head of Small Business Marketing will create a compelling vision for small business clients and a strategy to make their vision come alive. The role positions services and products into customer-centric propositions and manages the full acquisition and retention funnel, while closely collaborating with the channels run by the sales department.**

Small businesses receive business treatment at VodafoneZiggo. The Head of Small Business Marketing is in charge of the B2B space, but also understands the customer environment and builds a bridge to B2C teams. Based on a deep understanding of business goals, this role will develop additional services and content to improve the small business customers' journey. Their goal is to feel valued, create partnerships and enhance sales. The Head of Small Business Marketing is responsible for the P&L of the SOHO segment.

The Head of Small Business Marketing uses their keen leadership skills to steer the SOHO marketing teams on KPIs, although they do not report directly to this role. These highly-skilled marketing professionals create, market and support propositions for small businesses to be future proof and competitive.



Broader stakeholder management is key, as the Head of Small Business Marketing is the internal advocate for small business clients. They rally the right colleagues with the vision and strategy for SOHO customers and coach them along with their chapter leads to become more successful. This includes continuous interaction with colleagues in sales, customer support, process and B2C teams.

This role will report to Martijn van Lieshout, the Director Marketing B2B, and is part of the B2B Marketing Tribe leadership team. Because of the broad interactions with senior stakeholders, there will be ample growth opportunities into other parts of the organization in this role's future. 📌



**Interested?** VodafoneZiggo has appointed Top of Minds to fill this vacancy. To express your interest, please contact Stephanie Stuit at [stephaniestuit@topofminds.com](mailto:stephaniestuit@topofminds.com).



**We think deeply about the value that we want to offer our customers, and translate this into customer journeys and concrete opportunities. The Head of Small Business Marketing understands small business needs, supporting the segment to better serve their customers.**

**Martijn van Lieshout, Director Marketing B2B**