

Vacancy at Ignite Group

Group Marketing Director



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Requirements

- Over 12 years of experience
- Proven success driving pipeline in complex B2B sales cycles
- Strong track record in lead-generation ROI
- Experience building and coaching international marketing teams
- Proven track record in delivering digital programmes and campaigns
- Able to conceptualize and implement AI-driven marketing
- Hands-on experience with tools like HubSpot, Salesforce, or Clay
- Willingness to travel between the Netherlands and Germany

 **Deventer**

Grants often act as catalysts for innovation and societal advancement. By connecting ideas with the right funding, Ignite Group ensures organizations can turn opportunities into tangible outcomes. The Group Marketing Director drives the marketing function in Germany and the Netherlands, strengthening teams, processes, and campaigns that directly fuel customer growth and reinforce the company's market position.

About Ignite Group

Innovation and societal progress often begin with grants, but they only reach their full potential when paired with strategic support. Ignite Group links organizations to the funding necessary to bring ideas to life. Since the British investment firm SilverTree acquired a majority stake in 2021, Ignite Group has been growing at an unprecedented pace. With ten offices across Germany and the Netherlands and a team of 230 specialized professionals, the company supports businesses, municipalities, and educational institutions in identifying, applying for, and managing funding projects at regional, national, and EU levels. Its consultants bring deep expertise in innovation, IT, life sciences, and investments.

Clients range from small factories with only a few employees and promising scale-ups to large companies such as KPN, ING, and Coolblue. Governments also rely on Ignite Group for its services. Whether a company seeks to make its office buildings more sustainable or an organization aims to develop an innovative product or social project, Ignite Group delivers tailored support to help them succeed.

Passion, leadership, and collaboration

The culture at Ignite Group emphasizes passion, leadership, and collaboration. Employees benefit from structured training programs, mentorship, and team-building activities, fostering both professional growth and a supportive work environment. By staying attuned to emerging trends, the company ensures its consultants and clients are always positioned at the forefront of the rapidly evolving funding sector.





Group Marketing Director

The Group Marketing Director will lead the marketing function across the Netherlands and Germany and take it to the next level. The mission is clear: using smart, targeted marketing to attract and retain customers, build seamless customer journeys, and strengthen Ignite Group's presence in Europe – starting with the Netherlands and Germany, with more countries soon to follow. With a rapidly evolving market, a highly innovative mindset, and an in-house AI center, this is an opportunity to develop and build a marketing operation that scales with the company's growth.

Reporting directly to the CEO, the Group Marketing Director is responsible for overseeing all marketing activities in both countries, coordinating activities, coaching teams, and optimizing marketing spend to maximize ROI. This includes guiding the three-person team in the Netherlands and the two-person team in Germany, coaching talent, strengthening capabilities, and expanding the teams where necessary.

The role requires creating and executing marketing plans that directly support business growth, including building effective customer journeys and producing high-quality content. Existing content can be leveraged, while new assets will also need to be developed. Digital tools and AI play a central role – from campaign automation to lead scoring – ensuring marketing remains precise, measurable, and efficient. Close collaboration with sales and other business functions is essential to align marketing activities with commercial objectives and maximize impact.

This hands-on role suits a forward-thinking leader who combines strategic oversight with operational execution. The Group marketing Director will spearhead team development and structuring while fostering a high-performance culture.

Additionally, they will implement systems and processes to enable the marketing function to scale efficiently as new markets are added.

“This position offers the chance to shape marketing at a group level, build strong teams, and implement innovative AI-driven solutions. It combines the challenge of structuring and professionalizing a marketing function with the opportunity to make a direct impact on business growth, all within a fast-paced, ambitious organization.”

**Henk Heerink,
CEO**

The ideal candidate combines deep experience in B2B demand generation with a tech-savvy mindset, including AI-enabled marketing, and a proven track record of turning marketing into a revenue-driving engine. Analytical acumen and a strong understanding of lead generation and pipeline management are essential, while experience in international or private equity-backed organizations, as well as proficiency in German, is highly desirable.





Interested?

Ignite Group is working with Top of Minds to fill this vacancy.
To express your interest, please contact Annelijn Nijhuis at
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