

# B2B Marketing Leader

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## Role Definition

Oversee the planning and execution of all marketing initiatives to meet revenue and growth objectives, including defining the company's place in the market landscape, differentiation from competitors, and delivering leads & supporting the sales team in the go-to-market.

## RevelOne Insight

Consider the company's selling motion and maturity of the market / category in thinking about which archetype is the best fit and where the leader can be supported by specialists below them. For leveling, consider the right balance between hands-on execution vs. strategic leader.

## Section 1. Role Archetypes

### Corp Marketer / Comms

- Oriented around industry story and thought leadership.
- Can help deliver message in earned media, events, fluent in brand positioning and narrative.
- Common in complex, sales-driven enterprise products and new category creation.

### Lead Gen / Ops

- Background in inbound marketing, marketing ops, strong analytical skills.
- Can setup marketing automation to acquire, qualify, and nurture leads via paid media & content funnels.
- In enterprise, collaborates closely with SDR/Sales team.
- Even more critical in SaaS or lighter touch B2B where lead velocity and volume are higher.

### Product Marketer

- Foundation in product strategy & positioning. Often an MBA with strategy skills.
- Understands customers and competitive landscape and can develop messaging and product story.
- Works closely with product team on insights / trends and roadmaps, and with content team to support GTM.

### Strategy Generalist

- Pedigree may include top-tier MBA, management consulting or with Blue Chip CPG.
- More of a general manager with strong critical thinking skills who can manage a large team & budget. More common in larger B2B firms (Series D+).

## Section 2. Role Leveling

### Common Titles

VP Marketing, Corporate Marketing, Demand Generation, Lead Generation, Product Marketing.

### Role Leveling Chart

#### CMO

- Has managed large teams (15+) and programs at scale.
- Has led teams across functions (corporate, events, demand gen, product marketing).
- Excels at strategic and financial leadership, management of scaled senior team, and exec / board interaction.

#### VP

- Strategic leader who can develop processes and scale and represent marketing across the org.
- Has managed medium sized teams at growth phase and is experienced in recruiting / building a team.
- Likely came up through one skill area (per archetypes above) but has breadth to manage specialists across functions.

#### Director / Head Of

- Up-and-comer who may have only been through a growth cycle once but is ready for the opportunity to step up.
- Has come up through 1-2 functional specialties but has strategic sense to go broader.
- Can manage a small team (3-10).
- Key trade-off is this level's ability to execute more hands-on, but with less executive presence and strategic skills which might require bringing someone in above as you scale.

## Section 3. Priorities & Skills

### Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

#### Role Priorities Chart

Implement / manage demand gen program in alignment with sales to deliver qualified leads in support of revenue goals (marketing automation, lead scoring).

Develop marketing strategy and GTM playbooks in new verticals or product areas.

Create dashboards and KPIs with attribution to tie marketing activities across channels to revenue goals (MQL, SQL, marketing/sales activity, revenue).

Develop product marketing, positioning, and buyer personas for new or existing products.

Develop organization and grow/develop team across functions to deliver against marketing goals with scaled, multi-channel, integrated program.

Define corporate brand strategy and positioning in the marketplace or drive new category creation / industry story.

Develop and execute content strategy to show thought leadership and provide air cover to Sales.

Support sales team via marketing and sales collateral.

#### Additional considerations for discussion

- Company stage (launch, growth, optimization, expansion)
- Scope of past teams and budgets
- Vertical and company experience
- Established market or new category
- ACV, deal complexity & sales cycle
- SaaS / Inside (BDR) / Outside Sales Model

**Instructions**

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

**Skill Portfolio Chart**

**Corporate Marketing**

Brand strategy, thought leadership  
 PR, AR & industry relations  
 Industry events & sponsorships

**Product Marketing**

Positioning & messaging  
 Customer persona development  
 Product & feature launches  
 Market intelligence  
 BD / Sales enablement  
 Customer marketing-account & customer success

**Content Marketing**

Inbound marketing strategy (aligns with Lead Gen)  
 Educational resources  
 Blogs, whitepapers  
 Webinars, videos  
 Copywriting, creative

**Demand / Lead Gen**

User journey development  
 Outbound: paid, search, social, community, email  
 Inbound: SEO, content  
 Conversion optimization  
 Lead nurturing / email  
 Marketing Ops: automation & measurement, lead scoring, data infrastructure, vendor management

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### **Field / Events / Partner**

Local events and field marketing

Regional sales support

Channel & Partner marketing, VAR and other programs

### **Key Metrics**

- Revenue, Margin, Customer, Growth
- MQLs, cost per MQL
- SAL/SQL
- Deal size
- TCV
- ACV
- SaaS (trial, conversion, churn, MRR)