

# B2C Marketing Leader

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## Role Definition

Oversee the strategy and execution of all marketing initiatives to meet revenue and growth objectives, typically including customer acquisition, retention, brand development and sometimes marketing analytics and PR.

## RevelOne Insight

Marketing leaders are some of the toughest roles to hire for as the function becomes more specialized. One common challenge is difficulty in prioritizing the many potential channel and functional skills and understanding which ones typically nest together. Another is not properly leveling the role to balance the degree of strategy, scaling, and execution relevant to the company's stage and maturity.

## Section 1. Role Archetypes

### Brand Marketer/ Comms

- Excellent brand strategy & storytelling skills.
- Understands consumers and can unpack messaging around a product and purchase decision.
- Strong creative sensibility, analytical but less than the other archetypes.

### Acquisition / Growth

- Background in online acquisition marketing across all major channels, especially paid.
- Has strong analytical chops and a test and measure mentality.
- Bias toward driving revenue and user growth (sometimes over retention and brand goals).
- Very results & metrics focused.

### Product Marketer

- Foundation in product strategy & positioning. More of a generalist with broad skills and often an MBA.
- Strong in marketing strategy and thinking holistically about user needs, competition, positioning, pricing and messaging.

### Strategy Generalist

- Generalist leader with strategic perspective. Might come from MBA, management consulting, or Blue Chip CPG.
- Strong professional manager with the ability to scale larger teams.
- Flexible and able to think strategically about new opportunities and impact across all functional areas.
- Can cover the entire marketing mix, but needs support from specialists.

## Section 2. Role Leveling

### Common Titles

Chief Marketing Officer, VP of Marketing, and Head of Marketing.

### Role Leveling Chart

#### CMO

- Has managed large teams (15+) and programs at scale.
- Excels at strategic and financial leadership, management of scaled senior team, and exec/board interaction.
- Covers the entire marketing mix at strategic level but has specialists under them to execute (Brand, Product Marketing, Performance, Retention, and Analytics).

#### VP

- Strategic leader who can develop processes and scale, and represent marketing across the organization.
- Has managed medium-sized teams at growth phase and is experienced recruiting / building a team if needed.
- Has experience across most, but not all, of the marketing mix, likely spikes in functional areas they came up in.

#### 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.
- Experienced with multiple channels and 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

Develop overall growth / marketing strategy to hit revenue and growth targets.

Drive customer acquisition including testing new channels & scaling / optimization of existing channels.

Define overall brand strategy (e.g., mission, vision, customer segmentation, and positioning).

Develop and own budgets metrics and forecasting against business goals.

Define and implement a roadmap for MarTech.

Develop strategies and initiatives to improve customer experience and journey across all channels, collaborate with product.

Establish retention initiatives to increase LTV.

Develop strategy around internal org and external resources and hire, manage, and develop marketing team.

Develop dashboards, metrics, and analytics to provide visibility to org and optimize return on marketing investment.

Support company strategy with thought leadership around customer needs and market trends, opportunities and threats.

#### Additional considerations for discussion

- Company stage
- Vertical and company experience
- Scope of past teams and budgets
- Fit with the organizational approach to resources — in-house, agencies, plans to scale team
- High or low consideration product
- Purchase is episodic or continuous
- Experience with company's stage and growth curve

**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**

**Brand / Awareness**

- Brand strategy
- Brand research
- Positioning & messaging
- Brand advertising
- PR & events
- Content marketing

**Acquisition**

- Paid (search, display, social)
- SEO & organic
- Content / Paid native
- Affiliate
- Mobile / Apps
- A/B testing & optimization

**Engagement**

- Email / CRM
- Social (non-paid)
- Community
- Subscription retention

**Analytics and Insights**

- Program measurement
- User segmentation
- Revenue attribution, LTV, CAC
- User experience research

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**Content Marketing**

Content marketing strategy  
 Educational resources  
 Blogs, whitepapers  
 Webinars, videos  
 Copywriting, creative

**Product Marketing**

Product positioning & messaging  
 Product & feature launches, roadmap planning  
 Market intelligence

**MarTech & Ops**

Vendors & technology  
 Marketing automation  
 Ad operations  
 Email operations

**Creative**

Visual design  
 UX/UI  
 Video & multimedia  
 Copywriting

**Customer Experience**

Integrated “customer-first” view  
 Visual identity  
 Physical / local creative assets  
 Customer communication & support touchpoints  
 Customer satisfaction metrics

**Key Metrics**

- Revenue, margin
- Growth rates
- CAC
- Conversion rate
- ROI, ROAS
- CPL
- AOS
- LTV, churn
- NPS
- Brand awareness metrics