

Title:	Head of Marketing
Position Status:	Full-Time
Direct Supervisor:	CEO
Direct Reports:	Yes

About PKI Solutions

At PKI Solutions, we're passionate about creating innovative solutions that help businesses achieve their security goals. Our team of experts brings decades of experience in the field of Public Key Infrastructure (PKI), enabling us to provide cutting-edge products and services to our clients. We take pride in our commitment to excellence, customer satisfaction, and staying at the forefront of industry trends.

About this Role

We're looking for a Head of Marketing to own and scale our entire marketing function. This is a hands-on leadership role for someone who has built marketing from the ground up at an early-stage software company and is ready to do it again.

Reporting to the CEO, you'll be responsible for developing and executing marketing strategy, building brand awareness, driving demand generation, and managing a lean, high-performing team of 1-3 marketers.

Key Responsibilities

- **Marketing Strategy:** Own the complete marketing roadmap aligned to revenue goals, from positioning and messaging to channel strategy and campaign execution.
- **Demand Generation:** Build and optimize programs that drive qualified pipeline, working closely with sales to ensure marketing contributes meaningfully to revenue targets.
- **Brand & Content:** Establish our brand voice and create compelling content that resonates with our target audience across all channels.

- **Team Leadership:** Hire, develop, and manage a small but mighty marketing team, fostering a culture of experimentation and data-driven decision-making.
 - **Marketing Operations:** Implement the right tools, processes, and metrics to track performance and continuously improve marketing effectiveness.
 - **Cross-Functional Partnership:** Collaborate closely with sales, product, and customer experience teams to ensure marketing supports the entire customer journey.
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What We're Looking For

- 7+ years of marketing experience with at least 4 years leading marketing at a growing, early-stage software company (\$3-5M ARR range).
 - Proven track record of building and executing demand generation programs that drive measurable pipeline and revenue growth.
 - Experience managing and developing small marketing teams while staying hands-on with execution.
 - Experience owning demand gen, email, and event management.
 - Strong understanding of B2B SaaS marketing fundamentals: positioning, messaging, content marketing, digital channels, and marketing analytics.
 - Scrappy and resourceful mindset with the ability to do more with less.
 - Data-driven approach to decision-making with comfort in ambiguity.
 - Excellent communication skills and ability to influence stakeholders across the organization.
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Other

- **Supervisory Responsibility**
 - This position has supervisory responsibilities.
- **Work Environment**
 - This job operates in an office setting or may be remote. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets if applicable.

- **Physical Demands**
 - Ability to travel long-distances and lift 10-15 pounds.
- **Position Type and Expected Hours of Work**
 - This is a full-time position. Typical days and hours of work are Monday through Friday, between the hours of 8:00 a.m. to 5 p.m. or as scheduled with the employee's supervisor.
- **Travel**
 - Yes – Events and Conferences
- **Work Authorization/Security Clearance**
 - US citizenship evidenced via current I9 process.
- **Other Duties**
 - Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.