

JOB DESCRIPTION

CMO / Head of Growth

About us

UnderTheDoormat is a professional home-stay company. We provide guests with the comfort of a home and professional service of a hotel and offer homeowners an effortless way to earn extra income while they are away. We are four years old and are growing fast. We are looking for ambitious and experienced people to lead the growth of the business both in London and internationally.

About the role

The CMO / Head of Growth will play a leading role in our Sales & Marketing team and will be instrumental in our domestic and international growth plans. They will oversee everything ranging from our brand development and collateral through to homeowner marketing campaigns and building direct guest-referral partnership programmes.

We are looking for a genuine self-starter and leader who has the proven ability to grow companies. The role would best suit somebody who already has experience in marketing campaigns or sales acquisition that can show return on investment and the establishment of a strong brand.

The CMO / Head of Growth would have a crucial role to play in:

- Company growth in both homeowners and high-value guests
- Leading our marketing campaigns and promotions, including cross-promotions and partnerships with other companies
- Supporting our digital marketing team and e-commerce platforms and sales
- Selling us in for PR opportunities, speaking events, and creating and hosting our own events
- Developing content for us - both written and video
- Managing content and distribution across all of our channels both traditional and digital, including the content on our new website.

As a young company, you will have the freedom to drive continuous improvements in how we operate – and we genuinely want you to drive improvements and take the lead, not just take direction.



Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities. We celebrate leaders at every level of the business who demonstrate independence in their work while contributing to the culture and broader environment of the UnderTheDoormat team.

You should love the idea of supporting a team while also being able to work independently. As a small business you will also have a key role to play as a team member in helping us to ensure that our homeowners and guests have a positive and seamless experience.

You must enjoy interacting with customers and partners, demonstrate excellent attention to detail, and be able to multi-task. You will often be the face (digitally, written, and sometimes in person) of UnderTheDoormat and must be comfortable and confident in this role.

About the team

We are a small and highly focused team; we all work together on a daily basis and support each other when our team members are away. In this role you will need to be happy to work out of hours occasionally – morning and evening events, sometimes flexible hours – as the role requires.

Our business is going places and we want you to as well. If you're interested in playing a key role leading our growth, please get in touch at team@underthedoormat.com