

CMO Job Descriptions

6th Avenue Capital, LLC, a leading provider of small business, short-term bridge financing, is seeking a Chief Marketing Officer (CMO) to develop and execute an overarching marketing strategy for the firm. 6th Avenue Capital is changing small business financing, providing fast, secure and equitable access to working capital.

The CMO is a visionary, and brand advocate responsible for developing both short and long-term marketing plans for brokers, strategic partners and small businesses. The CMO is a highly organized individual who is able to juggle multiple projects at the same time. The person must thrive in a dynamic, fast-growing start-up environment.

Responsibilities

- Enhance the brand by continuously improving and promoting the firm's messaging and positioning
- Contribute to high growth goals by developing and executing hard-hitting marketing programs to drive originations
- Elevate marketing communications by taking a needs-based, small business approach to content strategy
- Optimize marketing channels (social, email, collaterals, merchandise website, events, PR) with data-centric insights
- Implement marketing automation to ensure productivity optimized
- Develop segmentation and deliver corresponding targeted marketing to increase engagement
- Deliver go-to-market strategies for new products, accelerating consideration and adoption
- Support investor presentations and partnership programs
- Build, develop and manage a high-performance marketing team
- Liaise daily with internal partners including, but not limited to Business Development and affiliate(s)
- Manage external partners, including but not limited to PR agency

Requirements

- 10+ years building and managing marketing organizations
- Proven track record of leading successful marketing teams in a fast-paced environment
- Self-starter and problem solver with experience scaling products or services
- Ability to think strategically with willingness to roll up sleeves to get the job done
- Thought leader with excellent written/ verbal communications
- Passion for small business
- Highly organized, detail-oriented, responsible, and reliable
- Positive attitude and strong interpersonal and relationship building skills
- Understanding of small business and merchant cash advance a plus.
- Prior experience in a start-up a plus.