



Senior / Head of Marketing

Reports to: Adam Montgomery, CRO

Manages: 1/2 x Junior Marketer + outsourced design agency + marketing budget

Location: Flexible

Type: Full-time

Salary: £60k + Bonus



Role Summary

We're hiring a **Head of Marketing** to lead and deliver Pepper's marketing strategy - from brand and content to demand generation and partnerships.

It's a hands-on role for a **Senior** B2B marketer ready to step up, take ownership of the budget, and build a marketing engine that drives awareness, inbound leads, and measurable revenue across the hospitality industry.



Why Join Pepper

Pepper is the digital loyalty and ordering platform **trusted by the UK's leading hospitality brands**.

We're now evolving into a **marketing engine for operators** - connecting loyalty, ordering, payments, and customer data into one powerful platform.

You'll have **real ownership**, budget responsibility, and the opportunity to shape how hospitality's next generation of marketing looks.



Role Purpose

We're looking for a **hands-on Head of Marketing** to lead Pepper's marketing function through its next stage of growth.

This is a role for someone ready to step up - equally confident **building the strategy and doing the work**.

You'll own how we tell our story, generate demand, and position Pepper as the go-to marketing engine for hospitality.

You'll report directly to the CRO and work closely with Sales and Product, managing a junior marketer and our design agency to deliver campaigns that drive awareness, inbound leads, and measurable revenue impact.

What Success Looks Like

- Pepper is recognised as a leading voice in hospitality tech - shaping how operators think about loyalty, engagement, and marketing.
 - Our message and “why” are clear, consistent, and compelling - merchants understand what we do for them, and why they need Pepper.
 - Marketing drives steady inbound pipeline and measurable ROI - delivering new deals and making the investment self-funding.
 - We show up in the right conversations, publications, and partnerships - with Pepper seen as the expert that defines the category.
 - Marketing becomes a growth engine and internal thought partner, using data and creativity to influence product, sales, and brand direction.
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Key Responsibilities

Strategy & Leadership

- Own Pepper's overall marketing strategy and calendar - aligned to sales and product goals.
- Plan, own, and optimise the **2026 marketing budget** across content, paid, and events.
- Define and evolve Pepper's **positioning, tone of voice, and go-to-market narrative**.

- Work cross-functionally with Sales and Product to align messaging and launches.

Brand & Content

- Lead content creation across **blog, case studies, newsletters, trade publications and LinkedIn.**
- Produce compelling **customer stories, thought leadership, and campaign content.**
- Maintain and optimise the **Pepper website**
- Oversee creative output with **Overpass** and other content partners.

Demand Generation

- Drive inbound and nurture strategies across **SEO, AI, paid social, and email.**
- Manage and test **paid campaigns** (LinkedIn, PPC) to scale performance.
- Track and report performance metrics - **MQLs, SQLs, MRR impact.**
- Build **HubSpot workflows** and nurture journeys to convert interest to pipeline.

Sales Enablement & Partnerships

- Create and maintain **decks, one-pagers, and product sheets** with Sales.
- Support **partner marketing and co-branded campaigns.**
- Ensure visibility across partner platforms and events.

Team & Delivery

- Manage and mentor a **junior marketer** to deliver consistent output.
- Brief and manage agencies and freelancers (design, copy, video).
- Coordinate marketing support for **product launches and client campaigns.**

- Lead **event planning, sponsorships, and trade show presence.**
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Ideal Profile

- 5+ years **B2B marketing experience**, ideally in SaaS or hospitality tech.
 - Proven ability to **run both strategy and day-to-day marketing delivery.**
 - Excellent **communicator and writer** - strong, commercial messaging.
 - Data-driven, outcome-focused, and confident in **measuring ROI**
 - Takes real **ownership of their space**, with a builder's mindset and genuine pride in the impact they create.
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KPIs

Category	Target	Measure
 Monthly MQLs	15+	From inbound sources
 Monthly SQLs	5+	Qualified by Sales
 Marketing-sourced MRR	£2,000+	Monthly contribution
 Website Traffic Growth	+80% / 6 months	SEO + content
 Case Studies	2 / quarter	Published & used by Sales

 LinkedIn Content	5 posts / week	Across company + leadership pages
 Campaign ROI	≥2x	On paid & event investments