

_ Job Description

Head of AI Marketing

Strategiq[®]

Suffolk

Unit 16, Brightwell Barns,
Ipswich Road, Brightwell,
Suffolk IP10 0BJ

London

Unit 4.01 Soho Works,
Tea Building, 56 Shoreditch High St,
London, E1 6JJ

Midlands

Office 8, 1 Mill St,
Leamington Spa
Warwickshire, CV31 1ES

strategiq.co

Introduction

Formal Job Title

Head of AI Marketing

Place of Work

We have offices in Shoreditch London, Ipswich and Leamington Spa and a hybrid working policy.

Type

Full Time, Permanent

Line Manager

Marketing and Performance Director

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder, Getting there together.

_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

_ Role Introduction

As the Head of AI at StrategiQ, your responsibility is to develop and implement world class artificial intelligence strategies and solutions that drive our agency forward. We understand AI won't replace our great people but if StrategiQ are not at the forefront of this we could be replaced with agencies that are.

You'll unite multidisciplinary teams to drive innovative solutions and deliver tailored strategies that address our clients' unique business challenges. Being at the forefront of artificial intelligence, you'll harness its power to unlock the potential of integrated digital marketing channels seamlessly.

You will play a central role in leveraging artificial intelligence to optimise our internal operations. You will lead the integration of AI solutions that streamline financial processes, enhance creativity, drive technical development, and ensure the improvement of our day-to-day operations using AI.

_ Responsibilities & Required Skills

- **AI Strategy:** Develop and execute comprehensive AI strategies that align with our clients' business objectives, leveraging it to optimise marketing campaigns.
- **Client Collaboration:** Collaborate closely with clients to understand their unique needs, goals, and target audiences, tailoring AI-driven marketing solutions for maximum impact.
- **Data Analysis:** Utilise AI and machine learning algorithms to analyse data, extract actionable insights, and make data-driven recommendations for campaign optimisation.
- **Personalisation:** Implement AI-driven personalisation strategies to create highly targeted content and marketing materials that resonate with individual customers.
- **Campaign Optimisation:** Continuously monitor and optimise marketing campaigns using AI tools and techniques to improve performance, conversion rates, and ROI.
- **Experimentation:** Stay ahead of the curve by testing and implementing emerging AI technologies and marketing methods to enhance campaigns.
- **Reporting and Insights:** Create clear and insightful reports that demonstrate the impact of AI marketing initiatives, providing clients with actionable recommendations and strategic insights.
- **Compliance:** Ensure all AI marketing activities adhere to relevant privacy and data protection regulations, including GDPR and CCPA.
- **Thought Leadership:** Stay up-to-date with the latest AI and marketing trends, attend industry events, and share knowledge within the company to maintain our position as an industry leader in AI-driven marketing.
- **AI Strategy Development:** Collaborate with cross-functional teams to develop a comprehensive AI strategy aligned with the agency's objectives and goal
- **Operational Efficiency:** Implement AI-driven solutions to streamline day-to-day operations, automate repetitive tasks, and enhance overall operational efficiency.

- **Data Analysis and Decision Support:** Utilise AI for advanced data analysis to provide actionable insights, aiding in informed decision-making for projects and campaigns.
- **Team Training and Integration:** Provide training and support to teams to ensure seamless integration and understanding of AI tools and their application in respective domains.
- **Continuous Improvement:** Stay updated with the latest AI advancements and industry best practices to continuously improve and adapt AI strategies within the agency.

_ Experience we'd love to see

- Proven experience in AI, and passion for the potential it has.
- In-depth knowledge of AI and machine learning techniques and tools.
- Excellent communication and client relationship management abilities.
- Analytical mindset with the ability to derive actionable insights from data.
- Proficiency with AI-related software and programming languages.
- Demonstrated ability to think creatively and strategically.
- Working with senior leadership teams and key stakeholders to implement change.
- Proven project management and planning skills
- Thought leader in the space with published content and social engagement/following.

_ Typical week

- **60%** - Billable AI development
- **20%** - Internal operational management to improve efficiencies
- **5%** - AI Training, mentoring and development of processes and standards
- **10%** - Self development, training and R&D initiatives
- **5%** - Pitches or renewals for existing client strategies and new business

_ Benefits

- 30 days (+ UK Bank Holidays) annual leave
- Yearly loyalty bonus
- Individual performance bonuses
- £1,000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Hybrid working
- Volunteering leave and salary sacrifice for extra holiday
- Regular social events
- Gym membership (Suffolk office only)

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.