

GLOBAL HEAD OF MARKETING

Department/group	Commercial
Office	London based (hybrid working)
Reporting to	Chief Commercial Officer
Role Type	Permanent / Full Time

About The Aosphere Group

The Aosphere Group— comprising aosphere, BRP and Indigita — delivers market-leading web-based legal and compliance solutions across areas including derivatives, shareholding disclosure, cross-border marketing and lending, data privacy, e-signatures, and crypto asset regulation. Today, the Group supports 1,300+ clients worldwide, including leading banks, fund managers, asset managers, and corporates. Our global team is based in key financial centers such as London, Geneva, Zurich, and New York.

The role

The Global Head of Marketing will play a critical role in shaping the strategic direction of the marketing function while leading execution across all global initiatives. This leader will be responsible for driving brand consistency, market visibility, compelling messaging, and revenue growth across regions. The ideal candidate brings a strong blend of strategic thinking, executional excellence, and commercial acumen to lead brand, digital, demand generation, product marketing, and regional enablement efforts. They will be experienced in working globally, managing teams across locations and jurisdictions, and be available to travel regularly as required. Above all, they will embody The Aosphere Group's core values of quality, accountability, and friendliness.

Key Responsibilities

Global Strategy & Leadership

- Define and lead the global marketing vision aligned to The Aosphere Group's objectives and growth targets
- Bring a strong understanding of multi-product business models spanning both content-driven and solutions-based offerings
- Recognize, empower and amplify market expertise across the team
- Develop integrated marketing strategies across regions, client segments, and channels
- Build and scale a high-performing, data-driven global marketing organisation
- Run the marketing team of c. 5 across the UK, Switzerland and the US assuming responsibility for empowering, developing and driving team members to achieve their potential

Demand Generation & Growth Marketing

- Drive global pipeline creation in partnership with the product, business development and revenue operations teams
- Oversee segment-based marketing, content strategy, and campaign execution

Brand, Messaging & Positioning

- Help drive the global brand narrative and ensure consistency across touchpoints and markets
- Lead development of corporate messaging, visual identity, and market positioning
- Drive the existing re-branding project

Product & Content Marketing

- Translate product capabilities into compelling value propositions and use cases
- Coordinate content strategy across thought leadership, enablement, and client marketing

Regional Alignment & Enablement

- Support and empower regional marketing leads with global frameworks and tools
- Balance global consistency with local adaptation in messaging and activation

Analytics, Budget & Operations

- Own global marketing budget, KPIs, and reporting framework
- Implement a data-driven approach to performance management and ROI tracking

Qualifications

- 7+ years of progressive marketing leadership experience, ideally in a content or compliance business
- Recognised for fostering strong team culture and delivering results through collaboration
- Understanding of demand generation, digital channels, and brand strategy
- Strong collaboration skills with Sales, Product, and Executive teams
- Experience working with external agencies, vendors, and global MarTech stacks
- Excellent communication, storytelling, and leadership skills
- Bachelor's degree required

Preferred Experience:

- Operating in a PE-backed environment; with experience of presenting at board level
- Prior experience operating with M&A activities from acquisition to integration phase
- Marketing to financial services, legal, or compliance-focused clients
- Strong people management skills
- Willingness and ability to travel frequently
- French or German speaker preferred

Join our team!

- Join our team, and be part of a high-performing, collaborative culture, with friendly people, fantastic offices and an extensive, generous benefits package. Annual discretionary bonus is applied post probationary period.

