

Founding Marketing Lead

Location: Flexible (Australia-based). Preference for Melbourne, Sydney, Brisbane or Adelaide.

Role type: 0.8 FTE

Salary: \$100,000–\$115,000 per annum (full-time equivalent), pro-rated for 0.8 FTE, plus 12% superannuation, with KPI-based bonuses

Reports to: CEO

Manages: Marketing Coordinator and Social Media Coordinator (who manages two Digital Producers)

About the role

This is She Shapes History's first dedicated marketing hire, and one of the most strategically important roles in our very fast growing feminist start-up.

You'll own the design and delivery of the marketing systems that take She Shapes History from highly successful founder-led growth to predictable, systems-led demand, across B2C, B2B, and institutional channels, and across multiple cities.

This role is about building infrastructure, not just running campaigns. You'll design how people discover, understand, trust, book, return to, and advocate for She Shapes History, so that growth is repeatable, calm, and not dependent on individual heroics.

As the organisation scales nationally and internationally, this role is designed to grow into a Head of Marketing position.

The core problem you'll be obsessed with

How do we build predictable, scalable demand for She Shapes History through smart strategy and systems, without overpromising, exhausting the team, or relying on founder-led sales?

About She Shapes History

She Shapes History is a feminist start-up making women's history accessible, engaging, and relevant. From Melbourne's trams to Sydney's Harbour Bridge and Canberra's design, Australia was shaped by women, yet most Australians have never heard their names. That absence fuels the respect gap at the heart of gender inequality.

We address that gap through:

- Walking tours across multiple cities
- Digital storytelling and social content
- Partnerships with cultural institutions, museums, councils, and historic sites
- A nationally distributed women's history travel guide

We are a purpose-led organisation with commercial discipline. We believe impact and rigour strengthen each other, and that scale only works when structure comes first.

How this role fits into the organisation

You work closely with the CEO, Product Lead, and Operations Lead, with clear ownership across each function.

- The CEO sets overall vision and strategic priorities, and leads key partnerships and sales.
- Product owns tour narratives, research depth, and storytelling standards.
- Operations owns delivery, rostering, customer experience, and operational systems.
- Marketing (this role) owns demand generation, go-to-market infrastructure, and the channels and partnerships that create leverage for growth.

In this role, you'll translate mission, products, and vision into clear, actionable marketing that drives awareness, demand, and revenue. You build and lead the marketing function by setting direction, systems, and standards, rather than managing tasks. You have real authority to design how marketing works, recommend priorities, and say no when growth threatens quality, sustainability, or team health.

What you'll be responsible for

This role will evolve, but initially the mix looks like this. The breakdown below reflects where your focus will sit in the first 12–18 months. This is not a list of simultaneous expectations. Prioritisation is core to the role.

Strategy, go-to-market, and growth foundations

- Lead She Shapes History's overarching marketing strategy across Australia
- Build go-to-market strategies for new cities, tours, and product lines
- Map multi-channel customer journeys across B2C, B2B, and institutional pathways
- Own market research, audience segmentation, positioning, and competitive insights
- Audit and refine city launch playbooks and brand touchpoints
- Steward brand strategy and narrative in close collaboration with Product and CEO

Campaigns, content direction, and distribution

- Lead campaigns for city launches, new tours, seasonal pushes, and partnerships
- Set direction for content and creative, working with the Marketing Coordinator and Social Media Coordinator
- Work with Operations to manage distribution across OTAs, ITOs, affiliates, and channel partners
- Oversee SEO, paid advertising, and organic visibility

CRM, funnels, and marketing systems

- Optimise CRM architecture with Operations, including segmentation and lifecycle stages
- Build and optimise funnels from awareness to booking to post-tour loyalty
- Own dashboards, analytics, reporting, and attribution
- Manage the marketing technology stack including email, analytics, forms, ads, and conversion tools

Strategic communications and narrative stewardship

- Co-own core narrative, message hierarchy, and language with the CEO and Product Lead
- Translate organisational strategy into clear public-facing messaging
- Lead external communications planning across media, partnerships, institutions, and major announcements
- Develop and maintain messaging frameworks for B2C, B2B, and institutional audiences
- Advise on tone, framing, and risk for values-based or sensitive communications
- Ensure consistency between marketing promises and on-the-ground experiences

Growing the marketing function

- Establish scalable processes, templates, and tools
- Decide what should be handled internally versus by freelancers or agencies
- Build towards becoming Head of Marketing over the next 18–36 months

What success looks like in the first 12–18 months

Success in this role is defined by building clear, leveraged systems that hold up over time, not by volume of activity. Indicators of success include:

- A clear, functioning demand engine with defined customer journeys across B2C, B2B, and institutional pathways
- Repeatable, documented go-to-market playbooks for new cities and new products
- Reduced reliance on founder-led marketing and sales activity
- Clear visibility on what channels work, why they work, and where to invest next
- A marketing team operating with shared priorities, strong guardrails, and less reactivity

Who this role is for

This role suits someone who:

- Has built or significantly shaped marketing in a startup, scale-up, or mission-led organisation, ideally within tourism, arts, culture, museums, heritage, education, or adjacent sectors
- Is comfortable building from scratch, not just optimising existing systems, and can design structure where none exists yet
- Thinks in end-to-end systems and customer journeys, across B2C, B2B, and institutional pathways, not just individual campaigns
- Can move fluidly between strategy and execution, setting direction while still being hands-on when needed
- Brings strong judgement and low ego, and knows when to simplify, say no, or slow growth to protect quality
- Cares deeply about integrity, alignment, and sustainable scale, and understands that growth without structure burns teams out and erodes trust