

Head of Marketing

Higher education made a promise. Protopia keeps it.

We make it simple for future, current, and past students to tap into their alumni community for real career advice, real connections, and real outcomes — the internship, the job, the promotion they worked so hard for.

We've already sparked thousands of meaningful connections across innovative institutions in North America, Europe, and Australia. But we're just getting started. We want to do so much more of this — and we need the world to know why it matters.

That's where you come in.

This isn't a "build the strategy deck and hand it off" kind of job. We need an individual contributor who wakes up thinking about pipelines, loves the craft of marketing, and gets genuinely excited when a campaign converts. You'll own our lead generation engine from top to bottom, driving qualified leads to our sales team and fueling Protopia's growth.

What You'll Own

- Build and run lead gen campaigns across channels (email, paid, content, events, partnerships, whatever works)
- Own the full funnel: awareness, nurture, conversion
- Write compelling copy, design smart campaigns, and obsess over the metrics that matter
- Work hand-in-hand with sales to make sure the leads you bring in are the right ones
- Shape how the world sees Protopia > our voice, our brand, our story

Who You Are

- A marketing leader (and doer!) with 7–12 years of experience in edtech or higher education
- You've built and run lead gen programs before, and you have the numbers to prove it
- You love being close to the work: writing, testing, iterating, optimizing
- You're energized by mission-driven work and want what you do to actually matter
- You thrive in startup environments where you wear many hats and move fast

We're a small team doing big things. If you want to make a real impact on students' lives *and* build something you're proud of, we'd love to meet you.

The Fine Print

We're a remote team focused on results. We care about outcomes not policies. We live in Slack, Google Meet, Hubspot. Sometimes even with our puppies (or cats!).

- **Position:** Full-time & remote.
- **Compensation:** Depends on experience. Will include significant performance pay (leads, traffic, ROI).