



WHO WE ARE

Rocket Station envisions a future where businesses of all sizes can access a global pool of top-tier virtual professionals, seamlessly integrated into their operations. We revolutionize the way work is accomplished by bridging the gap between companies seeking cost-effective solutions and talented individuals seeking rewarding employment opportunities.

ABOUT THE POSITION

We are seeking a Vice President of Marketing to join our U.S. executive team and drive the next phase of Rocket Station's growth. As the VP of Marketing, you will be ultimately accountable for building and executing a high-growth marketing plan that supports our revenue ambition, elevates our brand presence, expands into new markets, and solidifies Rocket Station as the premier partner for remote staffing solutions.

You will lead a global marketing organization, based in the Philippines, and work closely with cross-functional stakeholders (Business Development, Client Services, and Operations). You'll have the autonomy to shape strategy while also rolling up your sleeves to ensure high-impact execution.

Job Title: VP of Marketing

Reporting To: CEO

Office Location: Dallas HQ (preferred) or Remote

Compensation: Salary plus Bonus

Benefits: Health, Vision and Dental covered by Rocket Station

Responsibilities

Strategic Marketing Leadership

- **Define & Execute Strategy:** Evolve and execute a comprehensive marketing roadmap that aligns with Rocket Station's overarching business goals and growth targets of growing from 2,000 teammates to 5,000+ by 2028.
- **Collaborate with Executive Team:** Partner with the CEO and other U.S. executives to refine market positioning, identify strategic industry verticals, and ensure alignment across all business units.
- **Own the Marketing Budget:** Work with the CEO and CFO to build, manage, and justify a global marketing budget that meets or exceeds ROI benchmarks.
- **Scale Responsibly:** Ensure efficient use of resources while meeting ambitious growth objectives.





- Lead a Global Team: Mentor and grow a high-performing marketing team of managers and specialists in the Philippines.
- Establish Best Practices: Implement scalable processes for campaign planning, execution, and optimization, fostering a culture of continuous learning and innovation.

High-Growth Campaign Execution

- Multi-Channel Campaigns: Oversee creation and execution of integrated marketing programs (digital, content, PR, events, etc.) to generate leads, drive brand awareness, and support revenue targets.
 - Outsourcing Partnerships: Manage relationships with outsourcing partners as needed, ensuring alignment with brand standards and strategic initiatives.
 - Optimize Performance: Leverage tools like HubSpot, Google Analytics, Databox, Apollo, Clay, etc to measure success, identify trends, and pivot strategies to maximize ROI.
 - Report to Stakeholders: Own marketing KPIs, including lead generation, conversion rates, and marketing ROI, providing regular updates to the executive team.
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Requirements

- 10+ years of marketing experience within B2B or professional services environments, with at least 3+ years in a Director, VP, or equivalent role.
 - Proven track record of creating and executing high-growth marketing strategies in a fast-paced, high-growth environment.
 - Global Team Management experience, preferably with remote or distributed teams, demonstrating success in building and mentoring marketing teams of diverse skill sets.
 - Strategic & Hands-On: Comfortable shaping big-picture strategy while also overseeing day-to-day execution.
 - Adaptability & Ownership: Thrives in an entrepreneurial, rapidly evolving environment, taking full accountability for deliverables and results.
 - Experience with high-volume email generation, including strategy development and execution of email marketing campaigns that drive engagement and conversion.
 - Demonstrated expertise in content and asset creation across various formats (e.g., blogs, social media, video, webinars, etc.) to support integrated marketing initiatives.
 - Strong understanding of digital omnichannel marketing strategies and results-driven performance across multiple platforms.
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ROCKET STATION
VIRTUAL OUTSOURCED STAFFING

Note from the CEO

“At Rocket Station, we’ve made an intentional choice to keep our executive team small and agile so we can stay closely aligned and move swiftly. As our new VP of Marketing, you’ll be an essential puzzle piece—someone who’s not only intellectually driven but also ready to roll up their sleeves and bring a comprehensive marketing plan to life. Here, culture fit is paramount: we thrive on deep trust, servant leadership, and a genuine commitment to supporting one another as we set bold goals. We rely on each team member to help shape strategy and then execute at the highest level. If you’re looking to join a tight-knit, entrepreneurial environment where you can make a big impact, we’d love to welcome you to the Rocket Station community.”

[Ready to Apply?
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