

VP Marketing, Lead Product Marketing (f/m/d)

Location: Austria, Germany or UK **Contract type:** Full-time, permanent **Reports to:** CRO

Who are we

Redefining accounts payable.

Springtime Technologies helps finance teams turn accounts payable from a manual cost centre into a source of real-time financial intelligence. Invoicetrack puts every invoice on a single platform, uses AI trained on each customer's own invoice history to resolve the exceptions that broke every earlier tool, and shows finance leaders exactly where to act first.

Founded in 2004 by AI pioneers and headquartered in Austria, we are a fast-growing team of finance and technology specialists, with teams in Germany, the UK, Finland and the Philippines. Our technology serves 200,000+ users in 75+ countries, and we measure ourselves by customer outcomes.

The Role

Build the function. Own the story.

Springtime is building its go-to-market organisation, and Marketing plays a central role in it. As VP Marketing, you found the function, transform what exists today and design it to scale: lean, highly effective and AI-native where it makes sense. You own the story from positioning to pipeline, and your success is measured in deals.

This is a true player-coach role, and the challenge is the balance. You set strategy and design a function that scales, while staying hands-on in tactical and operational work and delivering fast, tangible results in an environment that transforms. You lead a Community Manager (field marketing and events) and a Content, Brand and Design Manager (working with external agencies), and take over Product Marketing yourself.

What will you do

Put Springtime on every CFO's shortlist.

• Set the strategy. Define the go-to-market and marketing strategy, turn it into an annual plan and budget, own the Marketing P&L, and report performance and spend efficiency to the CEO and Board.

• Build and scale the function. Design the organisation to scale and run lean, use AI where it adds value, and modernise existing assets and ways of working.

• Own positioning and messaging. Evolve our messaging house (value proposition, proof points and persona narratives) for Springtime and invoicetrack.ai. Speak to CFOs and GBS leaders in business outcomes and use cases rather than technology, and keep it consistent everywhere Springtime shows up.

• Lead market and competitive intelligence. Read the market and the competition ahead of everyone, and turn win/loss analysis and field feedback into personas, triggers and battlecards that keep Sales ahead.

• Enable the field. Create the core sales toolkit: decks, objection handling, ROI narratives and playbooks.

• Drive launches and demand. Turn new platform capabilities into launch narratives and enablement that land with executive buyers, and fuel demand and thought leadership.

• Own pipeline and the joined-up plan. Align with Sales on targets, lead definitions and hand-offs, and own Marketing's share of pipeline. Run content, events, nurture, webinars and advocacy as one plan, and own the website's strategy, performance and conversion.

• Make Marketing measurable. Build the KPIs, analytics and reporting that tie every investment to pipeline and results, and use them to steer the function.

• Lead analysts, partners and market insight. Brief analysts on our story and progress, build strategic partnerships, and bring market and buyer insight back into product and leadership discussions.

What will you bring

You build the engine that wins deals.

• Substantial B2B marketing experience. You know enterprise SaaS, ideally in finance operations, automation or applied AI, with domain knowledge in P2P, and have run the full marketing value chain, from positioning to demand generation, brand, website, SEO and GEO, analysts and partnerships.

• Founder and leader. You have built and scaled a Marketing organisation and led a small team of individual contributors, bringing out the best. A high-energy self-starter, you lead from the front.

• Product Marketing depth. You have defined Product Marketing and led positioning hands-on, built battlecards in crowded categories and turned technical differentiation into commercial arguments.

• Executive voice with economic buyers. You speak the language of outcomes with CFOs and GBS leaders, with excellent English skills and enough technical depth to challenge product and simplify it for our market. German is a strong plus.

• Outcomes over process. You build only the process you need and measure success by results, such as win rates and message adoption. You bring analytical rigour to win/loss analysis and market research.

• A trusted voice at the top table. Analysts, Sales, CX, Product and the leadership team see you as a credible partner, and you lead analyst conversations with confidence.

• A builder in a company on the move. You balance strategy with hands-on delivery, bring quick, tangible results where structure is still forming, and step in to cover adjacent functions that are not yet mature.

• AI savvy. You use AI in your own work, know where it makes a lean function faster and sharper, and can talk about it credibly with buyers and analysts.

What will you get?

Big brands. Real momentum.

Work with brands the world knows Our customers include some of the best-known names globally. Your work reaches them.

Flexible working Flexibility in how and where you work, so you can do your best work.

Room to grow Found the function and grow with it. As go-to-market succeeds, your team and scope grows and new opportunities open up. Take them.

At the centre of the AI momentum Springtime is AI native, and you are in a core role in taking it to market: you shape the story, design the approach and launch it.

Apply now

How to apply Send us your CV and a few lines on a Marketing function you built or transformed. We read every application.

Springtime Technologies is an equal-opportunity employer. We welcome applications from everyone.

The minimum gross salary for this position is €5.444 per month, as determined by the IT Collective Agreement. The actual salary will be based on your qualifications and experience.