

HEAD OF MARKETING

FIDO Alliance • Title commensurate with experience

Reports to: Executive Director & CEO • Team: 5–6 staff + external agencies • Location: Flexible (travel required)

About FIDO Alliance

The FIDO Alliance enables identity technologies that put trust and simplicity at the center of interactions among people, services, and devices. Through open technical specifications, global certification programs, and market enablement initiatives, FIDO drives interoperability and adoption across authentication, digital credentials, payments, and identity verification.

FIDO's technologies are deployed at global scale – passkeys are rapidly becoming the mainstream authentication model across consumer and enterprise ecosystems – and the Alliance is actively expanding its work into digital credentials, certification, and emerging frameworks for trusted agentic interactions. Membership spans many of the world's leading technology platforms, financial institutions, service providers, governments, and security companies.

Position Overview

FIDO Alliance is seeking a Head of Marketing to lead the organization's global marketing, communications, digital strategy, and ecosystem engagement functions during a period of significant strategic expansion.

This is not a traditional product or demand-generation marketing role. The primary focus is ecosystem development, market education, strategic communications, and category-building across a global standards and adoption ecosystem spanning authentication, digital credentials, certification, trust infrastructure, and emerging agentic authentication initiatives.

The ideal candidate combines strong strategic communications instincts with operational discipline – a systems-builder who can translate complex technical topics into compelling industry narratives, lead a lean team with clarity and accountability, and operate effectively across a highly collaborative, member-driven environment with equal comfort in strategic thinking and hands-on execution.

Key Responsibilities

Organizational Leadership & Team Management

- Lead and develop FIDO's marketing and communications organization – internal staff and external agencies – building a high-functioning team culture grounded in accountability, clear prioritization, and scalable execution.
- Establish and maintain structured planning, workflow, and project management practices across the marketing function, including active use of Asana to track progress, manage priorities, and coordinate cross-functional initiatives.
- Own and manage the marketing budget with financial discipline and rigor, including annual planning, ongoing forecasting, and accountability for return on investment across programs and initiatives.

- Partner across Alliance leadership, technical teams, certification, policy, membership, and operations to drive aligned execution.

Strategic Messaging & Ecosystem Positioning

- Shape and evolve FIDO's global market narrative across authentication, passkeys, digital credentials, certification, identity verification, connected devices, and emerging trust infrastructure initiatives.
- Translate complex technical and standards-related content into compelling, accessible industry messaging for diverse stakeholder audiences.
- Drive thought leadership positioning for FIDO executive leadership, working groups, and member initiatives.
- Support executive communications and keynote development, including direct collaboration with the CEO on major industry presentations, analyst engagement, and strategic industry storytelling.
- Lead and commission market research initiatives – including usability studies, audience insights, and adoption research – to inform messaging, web experience, and strategic communications priorities.

Campaigns, Programs & Events

- Develop and execute integrated annual marketing and communications plans aligned to organizational priorities.
- Drive effective marketing of FIDO's revenue-generating programs – certification, events, and membership – ensuring strong participation, visibility, and value communication across target audiences.
- Lead campaign-based initiatives supporting ecosystem adoption, member engagement, certification awareness, and strategic programs.
- Oversee marketing strategy and execution for Authenticate conferences, plenary meetings, webinars, and global events.
- Contribute to and help lead marketing initiatives and ecosystem-facing outputs from FIDO deployment and adoption working groups.

Digital Strategy, Web & Content

- Lead FIDO's web and digital engagement strategy in partnership with the Digital Marketing Manager, including web presence evolution, information architecture, audience journeys, discoverability, and digital experience across stakeholder communities.
- Define how FIDO's mission, strategic initiatives, and ecosystem priorities are represented across web, digital, and content platforms.
- Drive continuous improvement across digital marketing tools, workflows, analytics, and content systems.

External Relations & Ecosystem Engagement

- Lead public relations, analyst relations, media engagement, and social and content strategy.
- Partner with FIDO's government and policy teams to align communications and ecosystem engagement with regulatory and market adoption initiatives.
- Represent FIDO externally with members, partners, media, analysts, policymakers, and ecosystem stakeholders.
- Collaborate with member companies and working groups to amplify industry adoption and ecosystem momentum.

Qualifications

Required

- 15+ years of progressive marketing, communications, or ecosystem engagement leadership experience.
- Demonstrated ability to lead cross-functional marketing and communications teams with operational rigor and clear accountability structures.
- Strong strategic communications instincts, with experience developing integrated plans across brand, content, events, and digital.
- Proven project management capability – able to drive multiple concurrent initiatives across a team while maintaining prioritization and momentum.
- Experience managing complex, multi-stakeholder environments including member organizations, partners, and external agencies.
- Demonstrated experience leading remote and geographically distributed teams across multiple time zones and regions.
- Excellent written, verbal, and executive communication skills; able to translate dense technical material for broad audiences.
- Strong working knowledge of digital strategy, web platforms, content ecosystems, and modern project management tools (Asana or equivalent).

Preferred

- Experience within standards bodies, industry alliances, or collaborative ecosystem organizations.
- Familiarity with authentication, identity, digital credentials, or trust infrastructure concepts.
- Experience supporting global conferences, plenary-style events, and member engagement programs.
- Background working with senior executives, boards, and member-driven governance structures.
- Experience with globally distributed teams and cross-cultural stakeholder engagement.
- Analyst relations experience, including engagement with Gartner, Forrester, IDC, or similar firms.

What Success Looks Like

First 90 Days	Deep immersion in the organization, team, member ecosystem, and active programs. Relationships established with key internal stakeholders and external agencies. Initial assessment of marketing function delivered to CEO with clear priorities identified.
Year One	Structured planning and workflow practices in place across the team. Annual marketing plan executing on schedule. Measurable improvement in brand consistency, digital experience, and cross-functional coordination. Team performing with clarity and accountability.
Year Two+	FIDO Alliance recognized as the definitive voice on passwordless authentication, digital credentials, and trust infrastructure. Marketing operating as a strategic organizational asset – scalable, disciplined, and closely aligned with ecosystem priorities.

To apply, please submit a resume and brief cover letter to jobs@fidoalliance.org outlining your interest and relevant experience.