



Head of Performance Marketing

Confidential Candidate Brief

September 2025

FORA

About Fora

Fora is a premium flexible workspace provider with a design-led portfolio and a reputation for delivering a superior product and customer experience. With an emphasis on style, functionality, and service, the business has established itself as one of the leading brands in the flexible workspace sector.

At Fora, they are fuelled by a desire to propel businesses and their people forward by creating an extraordinary workplace experience, where people do their best work. They are here for the progressives, the forward thinkers, the status quo-challengers, the creators and the innovators. With signature hospitality, a likeminded community of members and a re-energising wellness experience, Fora takes the grind out of daily work-life, so members can focus on what's important – working productively, healthily and happily.

Fora's journey began over 20 years ago, when they opened their first location on London's City Road. Since then, they have built a collection of enriching and individual workspaces which has grown to over 70 distinctive workspaces across London, the UK and Germany, totalling 3.2 million sqft of real estate. And in the last two decades they've welcomed nearly 30,000 members through their doors and boast market-leading retention rates.

As a trusted workspace provider for teams of all sizes, from established brands to new ventures, their uniquely designed, flexible office spaces come with a range of exceptional on-site amenities and a dedicated team ensuring all day-to-day details are taken care of, truly making them experience makers.

Fora is part of The Office Group, backed by Blackstone and Brockton Capital. They have ambitious plans to expand their collection of workspaces in the future, pioneering industry change through conscious design and construction practices, and creating workspaces that empower members to work in their own unique way.

The company is now undergoing a pivotal transformation, pivoting from a historic reliance on broker and agent-led channels towards direct, data-driven growth. Marketing is increasingly seen as the engine of this transformation and is receiving heightened investment and executive attention.

Fora's leadership, including its highly analytical and data-driven CEO, are championing this agenda and view digital performance marketing as critical to the company's future success. The organisation is committed to building a modern, evidence-based performance marketing capability that will materially increase direct qualified demand, optimise conversion, and create a more resilient growth engine.

The Role

The successful candidate will report directly to Alex Clark (Group Commercial Director) and take full ownership of Fora's digital performance engine. You'll be responsible for establishing robust tracking and attribution frameworks, building analytics and experimentation capabilities, and driving significant growth in qualified direct demand while optimizing conversion across both web and app. This is a hands-on, data-driven leadership role, accountable for defining strategy, shaping the technology stack, and demonstrating clear return on investment.

You will also work closely with CEO Jason Blank, who takes a strong, data-driven interest in performance, tracking, and attribution. Collaboration will extend across multiple teams, including Brand, Technology, Sales, Transformation, and the central Analytics function.

You'll have meaningful resources at your disposal, with a substantial paid media program complemented by campaign and partner activity. The digital estate includes a website currently undergoing a reskin to unlock greater performance, as well as a member-only app with core booking functionality. Together, these assets provide a strong foundation to accelerate growth and deliver measurable impact.

Scope & Responsibilities

Performance & Analytics

- Build and implement a rigorous tracking and attribution framework across all assets and channels. Develop dashboards, forecasting tools, and automated performance reporting. Lead test-and-learn across channels with clear hypotheses and measurable outcomes.

Acquisition & Conversion

- Grow qualified direct demand while managing strict CAC and ROAS guardrails. Oversee paid acquisition channels (Search, Social, Programmatic, Partnerships) and partner with Brand/Creative to ensure asset effectiveness and attribution.

Digital Product (Web/App) Performance

- Define the roadmap to transform fora.com from a brochure site into a transactional platform, enabling self-serve room and space bookings. Drive CRO initiatives, SEO hygiene, and user experience improvements.

CRM & Lifecycle Marketing

- Co-own CRM strategy with Transformation/Tech. Build lifecycle journeys and behaviour-driven communications to improve engagement, activation, and retention across the customer journey.

Leadership & Influence

- Lead and develop a small expert team while establishing a culture of data discipline, experimentation, and analytical rigour. Communicate complex analysis clearly to senior stakeholders and earn credibility with an analytically minded CEO.

Success in Role

First 6 Months:

- Establish a robust attribution and tracking framework, ensuring data quality and consistency.
- Deliver executive dashboards and regular performance readouts.
- Achieve early CRO wins and measurable improvements in enquiry-to-tour and web-to-enquiry conversion rates.
- Launch first wave of lifecycle communications, improving customer engagement and renewal intent.

12–18 Months:

- Demonstrate measurable uplift in direct qualified enquiries and reduction in CAC.
- Execute roadmap for transactional capability on fora.com, with CRO impact embedded.
- Embed a repeatable experimentation cadence across paid and owned channels.
- Earn sustained CEO confidence in the marketing science capability and secure further investment to scale team and remit.

The Candidate

Essential Experience & Competencies:

- 5–10 years' senior performance marketing experience, ideally in growth-stage, digitally native or service-led businesses.
- Proven expertise in building performance marketing capability from first principles (tracking, dashboards, experimentation, channel scaling).
- Strong background in digital analytics, attribution, and measurement frameworks, with the ability to translate data into clear commercial impact.
- Experience leading multi-channel acquisition strategies (Search, Social, Programmatic, Partnerships) with clear evidence of CAC and ROAS optimisation.
- Familiarity with CRM ecosystems and lifecycle marketing strategies.
- Ability to influence senior stakeholders with clarity and substance; confident working with highly analytical executives.

Attributes:

- Quantitative, evidence-led, and precise.
- Low-ego, hands-on, and thrives in a fast-paced “build mode” environment.
- High ownership and accountability, with a bias towards action.
- Strong communicator, able to simplify complexity and inspire confidence at all levels.

Beneficial:

- Experience in FinTech, SaaS, or digitally native consumer environments.
- Exposure to omnichannel contexts where digital drives offline fulfilment.

Team & Structure

- Initial direct reports include a Senior Digital Lead and a Digital Manager (covering website performance, eCRM, and tracking).
- Access to analysts (with intention to dedicate 1–2 FTE), Product Owner support within Tech, and Creative for asset production.
- The remit and team are expected to scale significantly as the direct growth engine matures.

Location:

- London HQ.
- Hybrid: Office-first culture (minimum 4 days/week on-site).



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