

# Facebook on the hunt for a CMO as it looks to rebuild brand reputation

*Facebook has been without a marketing boss since Gary Briggs left earlier this year, but with mounting challenges following the fallout from the Cambridge Analytica scandal and questions over its role in Russian interference in elections it is now looking to beef up its marketing leadership.*

By Sarah Vizard 3 Aug 2018



Facebook is searching for a CMO as it looks to rebuild its brand reputation following the Cambridge Analytica scandal and mounting questions over its role in areas from the spread of fake news to Russian interference in US elections.

According to a [job post](#) on LinkedIn, Facebook wants a CMO to “build, manage and inspire a global marketing organisation focused on its consumer business and overall company reputation”. Those hoping to apply will need at least 15 years’ experience at a consumer or tech company and understand everything from product and digital marketing to social media, analytics, branding, events and partnerships. They will also need knowledge on how to “guide a brand’s reputation” and experience in crisis management. The CMO role is seen as a key member of the Facebook management team, but Facebook admits it is “still learning to capitalise on marketing’s impact” in a company that is engineering led.

The CMO role at Facebook has been vacant since Gary Briggs left at the start of 2018. He had been in the job since 2013 having joined from Google, and reported into chief product officer Chris Cox.

His departure left Facebook without a top marketer just as the company was hit by a series of scandals that have impacted its brand reputation. It is fighting fires on a number of levels – from the fallout from the Cambridge Analytica scandal, to its role in the spread of fake news and Russian interference in elections.

Advertisers are also increasingly concerned, not just about the issues above but also about measurement and effectiveness of ads on the platform after Facebook admitted to a series of errors. And in its latest results, Facebook said it had lost members in Europe and that people are spending less time on the site, all of which reduce advertisers’ ability to reach people on the platform.

All of this has impacted its brand. According to YouGov BrandIndex, Facebook's Impression score, which is a balance of whether people have a positive or negative view of a brand, had been hovering at around +18 for the eight months before Cambridge Analytica hit the headlines.

In the wake of that scandal, Facebook's score dropped as low as -19. It is now back up at around +6, suggesting attempts to rebuild its reputation, including a major marketing push, are having an impact. However, it is not yet back to pre-scandal levels.

The CMO role is not the only job in marketing Facebook is recruiting for. It is also searching for a head of consumer and brand marketing for Instagram as it looks to build out the marketing team there.