

Campaign Marketing Manager

JOB DESCRIPTION



JOB PURPOSE

The Campaign Marketing Manager has a critical role in developing and executing effective marketing campaigns across all our sectors.

This position is crucial in helping to optimise pipeline and revenue growth. The Campaign Manager will collaborate with the broader sales and marketing team to develop and execute our Go-To-Market strategies.

SPECIFIC DUTIES

- Develop and implement comprehensive marketing campaign plans and strategies that align with the company's objectives.
- Creating, manage, and deliver integrated marketing campaigns to generate new leads and pipeline, including events, communications, digital, and more. Innovate, learn, and optimise.
- Coordinate and work closely with all functions to develop and execute fully integrated campaigns.
- Work closely with the SDR team to brief campaigns, provide enablement content including emails and LinkedIn messages for Apollo sequences, and to ensure effective follow-up of leads.
- Collaborate with the wider Marketing team to drive brand consideration campaigns.
- Work with the Head of Marketing, to plan and execute activities, and to manage the allocated budget to achieve a strong ROI for Marketing activities.
- Work with the Marketing Manager to plan and coordinate participation in relevant events, conferences, and workshops to promote our brand and drive leads.
- Work with the Automation specialist and Rev Ops specialist to set up campaigns in Hubspot, and outbound SDR campaigns in Apollo.
- Data selection and refinement.
- Create compelling collateral to support the business, and collaborate with the content manager and broader marketing team to produce relevant content such as blogs, articles, videos, and infographics etc.
- Work with the broader marketing team to drive our online presence and digital marketing for campaigns including website optimisation, social media, email marketing, and digital advertising.
- Measure, report, analyse, and optimise KPIs for all marketing campaigns and assess ROI. Ensure we have dashboards for tracking for campaigns/lead sources. Share insights across the team.
- Brief and oversee the work of internal and external individuals who will support you in developing creative assets.
- Interface with Sales and SDRs to progress and track Marketing sourced/influenced opps.
- Project management of all campaigns.

OTHER DUTIES



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- Work & communicate effectively.
- Help to maintain an optimal environment for working by ensuring tidiness and cleanliness.
- Help to ensure that a safe working environment is maintained.
- Carry out other ad hoc duties as required to enable the delivery of the Company aims and objectives.

ROLE CRITERIA

- 3+ years relevant experience working in a B2B marketing role, ideally in campaign or growth marketing.
- Success in developing and implementing marketing strategies and campaigns.
- Creative thinker who can develop and execute innovative campaign ideas.
- Experience with Hubspot is highly desirable and Apollo would be a bonus.
- Proficiency in digital marketing tools and techniques, including SEO, PPC, social media marketing, and email marketing.
- Analytically minded with a focus on ROI.
- Ability to work to tight deadlines and handle several projects simultaneously.
- Excellent written and verbal communication skills.
- First class project management skills and strong organisational skills.