



# JOB DESCRIPTION

1. Job specifics	
Job Title:	Campaign Manager
Reports to:	Head of Lead Generation Marketing
Location:	Remote/Home-Working
Department:	Marketing

2. About the role	
What you'll be doing?	Effectively design and execute end-to-end automated marketing campaigns to deliver lead generation , lead nurturing and customer acquisition.
Key Responsibilities	<ul style="list-style-type: none"> <li>• Identify target audiences and buyer personas for automated digital marketing campaigns</li> <li>• Use audience insights to develop the campaign content strategy for each stage of the buyer journey</li> <li>• Develop the value proposition and craft compelling marketing messages that resonate with the target audiences</li> <li>• Create, run and optimise marketing automation and lead nurturing processes through email, content, and social channels</li> <li>• Set up email or multi-channel lead nurturing workflows in HubSpot</li> <li>• Project manage and collaborate with internal teams and external partners to deliver campaigns on time and in budget</li> <li>• Set targets and KPIs for each automated marketing campaign</li> <li>• Execute campaigns on time and in budget</li> <li>• Test, adjust and optimise lead nurturing workflows and marketing automation</li> <li>• Work with key stakeholders to establish closed-loop analytics</li> <li>• Monitor campaign results against KPIs and provide insightful reporting analysis to drive learning and improvement</li> </ul>
KPIs & SLAs	<ul style="list-style-type: none"> <li>• Deliver against campaign deadlines</li> <li>• KPIs will be campaign dependent but are likely to include               <ul style="list-style-type: none"> <li>- impressions</li> <li>- click throughs and click through rate</li> <li>- content downloads</li> <li>- webinar sign ups</li> <li>- lead lifecycle stages and conversion rates</li> <li>- eCommerce metrics</li> </ul> </li> </ul>
Key Working Relationships	<ul style="list-style-type: none"> <li>• Head of Lead Generation Marketing</li> <li>• Marketing Operations Manager</li> </ul>

	<ul style="list-style-type: none"> <li>• Email Marketing Manager</li> <li>• Subject Matter Experts</li> <li>• New Business Team Manager</li> <li>• Graphic Design Team</li> </ul>
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3. About You	
Skills & Abilities	<ul style="list-style-type: none"> <li>• A track record of marketing excellence: you 've been driving growth via automated marketing campaigns that you designed, implemented and evaluated</li> <li>• Proficient in marketing automation, ideally using HubSpot</li> <li>• Have an audience-first mindset</li> <li>• Ability to create high-quality, valuable content that will attract, inform, and engage the target audience</li> <li>• First class copywriting and proofing reading skills</li> <li>• Strong project management skills and ability to work to deadlines</li> <li>• Data-driven and research-oriented</li> <li>• Ability to work in a fast-paced team environment</li> <li>• Stakeholder management skills</li> <li>• Numerate with excellent analysis skills</li> <li>• Ability to create and deliver reporting to a senior audience</li> <li>• Ability to use data driven decision-making to prioritise and drive marketing activities to achieve ROI</li> </ul>
Your Experience	<ul style="list-style-type: none"> <li>• Past experience defining inbound marketing strategies</li> <li>• Demonstrable experience of campaign planning including audience segmentation and customer journeys</li> <li>• Demonstrable experience of automated marketing campaign set up and execution, preferably using HubSpot</li> <li>• Experience with A/B and multivariate experiments</li> <li>• Solid knowledge of HubSpot reporting and marketing analytics tools</li> <li>• Experience of managing multiple stakeholders and suppliers to drive desired outcome</li> <li>• Strong planning and organisation skills with an ability to manage multiple projects to tight timescales</li> <li>• Experience of people and resource management</li> </ul>
Your Knowledge	<ul style="list-style-type: none"> <li>• Excellent understanding of lead acquisition and lead nurturing</li> <li>• Good understanding of B2B marketing principles</li> <li>• General working knowledge of Microsoft Office essential</li> </ul>
Your Qualifications	<ul style="list-style-type: none"> <li>• HubSpot Inbound Marketing Certification or equivalent</li> <li>• Educated to degree-level, ideally in Marketing or a</li> </ul>

	<p>related subject or equivalent experience</p> <ul style="list-style-type: none"> <li>• Holding a professional marketing qualification will be advantageous</li> </ul>
<p>What You'll Bring to QA</p>	<ul style="list-style-type: none"> <li>• A proactive, ambitious, 'can-do' approach to work</li> <li>• Self-motivated and able to work independently</li> <li>• Creative ideas and thinking for campaign creation</li> <li>• First class project management skills</li> <li>• Results driven</li> <li>• Ability to work under pressure and deliver to deadlines</li> <li>• Committed to delivering high quality work with a focus on continuous improvement and optimisation</li> <li>• A willingness to put forward proposals to trial new ideas and approaches</li> </ul>

