



JOB DESCRIPTION

1. Job specifics	
Job Title:	Marketing Process Manager
Reports to:	Head of Lead Generation Marketing
Location:	Slough
Department:	Marketing

2. About the role	
What you'll be doing?	Responsible for developing and managing the CRM marketing strategy, underpinning the lead generation function, activities and processes
Key Responsibilities	<ul style="list-style-type: none"> • Responsible for defining, creating and managing the lead management process for all data sources • Work closely with stakeholders to ensure processes are fit for purpose and work with technology applications • Create lead management dashboards to enable all marketing activity to be tracked, analysed and reported by stakeholders • Work closely with Sales stakeholders to launch new lead management processes and ensure they are followed successfully • Work with Head of Sales to monitor and manage Sales response times and KPIs regarding lead follow up and management • Use learnings to drive engagement and good behaviours for lead management • Uses data to continually optimise the end-to-end lead management process • Be responsible for defining new workflows between systems and teams • Identify and manage automation of workflows where appropriate • Brief change requirements into other teams and stakeholders • Project management to ensure delivery deadlines are met by internal and external teams • Work together with Campaign Managers to carry out data protection impact assessments • Be the data owner for marketing lead generation function and ensure GDPR regulations are adhered to across all aspects of the role
KPIs & SLAs	<ul style="list-style-type: none"> • KPIs will be focused on optimising the lead management process including speed to get
Key Working Relationships	<ul style="list-style-type: none"> • Head of Lead Generation Marketing • Marketing Automation Manager

	<ul style="list-style-type: none"> • Campaign Marketing Managers • Customer Acquisition Team • Heads of Sales • Sales Team Members • IT / CRM Administrators
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3. About You	
Skills & Abilities	<ul style="list-style-type: none"> • Ability to work in a fast-paced team environment • A highly organised individual with the ability to manage a diverse workload • Passionate about process improvements and performance optimisation • Ability to use data-driven decision making and structured thinking • Excellent communication skills and confidence in presenting to and working with senior team members • Numerate with excellent analysis skills • Strong business/commercial mind set • Able to develop cross-function working relationships
Your Experience	<ul style="list-style-type: none"> • Experience of working in a process improvement environment • Management of large sets of data across multiple platforms • Administrator/super user experience in CRM and Marketing Automation platforms • Experience identifying and executing an optimisation strategy • Reporting and analysis
Your Knowledge	<ul style="list-style-type: none"> • Excellent understanding of marketing principles • General knowledge of Microsoft Office essential •
Your Qualifications	<ul style="list-style-type: none"> • Educated to degree-level • Holding a professional marketing qualification will be advantageous
What you'll bring to QA	<ul style="list-style-type: none"> • Passionate about data • A proactive, 'can-do' approach to work • Self-motivated and able to work independently • First class organisation skills • Excellent communication skills • Ability to manage stakeholders across a variety of levels • Good ability to prioritise and delegate when required • Ability to work under pressure and deliver to deadlines • A desire to deliver high quality work and constantly looking to improve outputs

	<ul style="list-style-type: none">• A willingness to put forward proposals and trial new channel and approaches• Would suit an ambitious individual with a desire to progress and take on more responsibility
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