



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

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

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

