

Marketing Manager

Description

The Role

This is an exciting new opportunity for a seasoned, experienced marketing leader to join a growing, successful B2B software company who are market leaders in their field. Following a recent round of new investment ([link](#)) Causeway is growing both organically and inorganically and is strengthening its sales and marketing organisation for expansion and growth. To capitalise on untapped market potential and expand into new geographies we are aligning the organisation into new 'business units' that will help us scale and better align to our customers' needs. As part of the marketing team you will work closely with the BU leadership defining the marketing and execution strategy for a profitable multi million pound business and support its objectives.

This is an opportunity for a confident, numbers oriented senior marketer who understands modern marketing techniques and wants to be part of building something new and exciting. Causeway is on a growth curve to make it one of the largest private software companies in the UK with the financial investment to support its ambitious growth plans.

The areas of responsibility for the Marketing Manager include:

- Defining the marketing strategy and customer engagement model for the BU
- Segmentation and target audience identification
- Responsibility for demand management strategy & growing market share
- Creation of thought leadership strategies to increase recognition
- Data analysis, pipeline and marketing performance management

Skills, Experience and Qualifications

Essential Skills

- Demonstrable and extensive B2B marketing experience working in a high profile, fast paced, results geared enterprise software business at either a solutions or product level.
- You'll have an excellent business understanding with the ability to analyse market potential, assess competitive strengths/weaknesses, develop a segmentation and account strategy and build an actionable, measurable plan.
- Understanding and experience of using a breadth of different marketing channels to deliver pipeline growth, build market awareness and improve customer retention.
- Knowledge and experience of analysing the customer buyer journey and determining different strategies to effectively target prospects and customers along their buying process

- Sales enablement and supporting the sales organisation with the tools they need to be effective including playbooks, presentation material and customer case studies..
- Proven experience in building high performing campaign strategies using ABM techniques, digital tools, social media, events, thought leadership programmes as well as inbound/outbound techniques to drive engagement and achieve targets
- In-depth knowledge and experience in the use of CRM to drive customer insight, manage customer data, identify segment opportunities, manage sales and marketing performance and adherence to process.
- ROI and attribution reporting to evaluate marketing performance to understand which channels are most effective.
- Knowledge of marketing principles and well versed in current trends, best practice, strategies, legislation and industry standards relating to marketing
- You'll understand the capability of data mining and analysis
- Degree level, diploma or equivalent education preferred + CIM qualified
- Advanced skills in Mac OS and MS Office suite (Word, Powerpoint, Outlook)

Competencies

- You'll have a positive work ethic with the personal drive and motivation to succeed and be inspired and excited by working in a high activity environment.
- Have the ability to take often complex product and solution messages and develop them into customer focussed value propositions with sub messaging that are easy to understand.
- You will be articulate, with excellent communication and interpersonal skills with the ability to understand your audience and build rapport fast.
- Strong presentation and communication skills
- Excellent planning and organisational skills to successfully plan and co-ordinate complex multi touch programmes, along with excellent time management, prioritisation skills.
- You will be a passionate and innovative individual who instils confidence in those around you, understands how to use influence to get things done and is a natural collaborator.
- Excellent problem solving ability, attention to detail and accuracy
- Self-motivated and confident in supporting others
- Tenacious, highly energised, passionate and committed, determined to achieve amazing results and make an impact, delivering to high standards and delighting customers.

Your Responsibilities

Campaign management and growth marketing

- As part of the marketing team you will ensure the business unit narrative is aligned with the Causeway story and the campaign strategy joins up with the core themes and overall agenda the business is driving.
- Develop a strong understanding of the core target markets and personas in order to develop credible campaign strategies that yield results.
- Reach out to associations and industry bodies to build relationships and develop thought leadership initiatives.
- Research and analyse the market to identify potential customers and opportunities for appropriate digital marketing campaigns and follow through and generate leads
- Build strong relationships with sales team, constantly aligning with the needs of the marketplace, identifying needs and opportunities, working together collaboratively and acting as an extension of the BU sales team in a trusted advisor capacity to achieve BU goals and objectives.
- Own and define the social media presence and grow a community around the sector needs
- Own areas of the website to ensure the BU is effectively positioned and accurately represented, including developing engagement strategies to generate inbound demand.
- Work with the sales and business development teams to ensure understanding and buy-in for each campaign with closed loop follow up as part of the sales & marketing demand management process.
- Carry out AB testing, monitoring and assessing the impact of digital marketing activity to analyse and improve effectiveness, conversion rates and budget.
- Use tracking techniques, campaign ROI and reporting metrics to evaluate and improve performance data.
- Maintain and update knowledge of the market and competitor information to ensure that Causeway remains competitive at all times.