

## SENIOR MARKETING MANAGER JOB DESCRIPTION & PERSON SPECIFICATION

DEPARTMENT OR TEAM:

SALES & MARKETING

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### Why Apply?

Do you have a passion FOR LEADING And growing a MARKETING FUNCTION PROVIDING solutions WITHIN b2b Sector?

### The Role

We are recruiting for an experienced Senior Marketing Manager to lead on all marketing strategies and initiatives, driving brand awareness, lead generation, and client engagement.

In this role, you will be with working with the Head of Sales & Marketing and collaborate with cross-functional teams to create compelling marketing campaigns and content that resonate with our target audience and drive measurable results.

### You will have the following responsibilities;

- Developing comprehensive marketing strategies aligned with business objectives.
- Planning and executing multi-channel marketing campaigns, including email marketing, social media, digital advertising, events, and content marketing.
- Creating high-quality content for various marketing channels, including blog posts, whitepapers, case studies, infographics, videos, and presentations.
- Collaborating across the business & or with relevant agencies to coordinate and oversee internal and external communications.
- Leading a growing Marketing Team
- Driving lead generation efforts through effective use of marketing automation, lead nurturing, and inbound marketing tactics.
- Conducting market research and competitive analysis to identify opportunities, trends, and challenges in the industry.
- Monitoring, analysing and reporting on the performance of marketing campaigns and initiatives, using data to optimize future efforts and demonstrate ROI.
- Collaborating closely with internal teams, including sales, events, employee programmes, Sales & Channel BUs to align marketing activities with business objectives and customer needs.
- Managing relationships with external agencies, vendors, and partners to support marketing initiatives and ensure quality deliverables.
- Leading and managing the day-to-day activities of the marketing team, setting appropriate goals and objectives, recruitment, training, engagement and retention.

You will receive exceptional training, ongoing support and development throughout your employment. This is an exciting opportunity to join an established and growing company.

**The successful candidate**

- You will be an experienced B2B Marketing Manager (Events, Employee benefits/reward, HR Solutions or Professional Services background desirable)
- You will have previous experience creating marketing strategies and delivering campaigns and content in a B2B environment.
- Experience of leading and coaching a marketing team
- Strong project management skills with the ability to prioritise and manage multiple projects simultaneously.
- Proficiency in marketing automation platforms (e.g., HubSpot, Marketo), CRM systems (e.g., Salesforce), and analytics tools.

If this sounds like the role for you, please contact [recruitment@eu.biworldwide.com](mailto:recruitment@eu.biworldwide.com) for more information.