

JOB DESCRIPTION

JOB TITLE:	Group Marketing Operations, Senior Manager
DEPARTMENT:	Marketing
LOCATION:	LONDON
REPORTS TO:	Head of Group Marketing / CMO
RESPONSIBLE FOR:	Matrix leadership and enablement into regional marketing structures.

essensys is the leading global provider of a mission-critical software-as-a-service ("SaaS") and on-demand digital infrastructure platform to the high growth flexible workspace and commercial real estate industry. essensys' technology was specifically designed and developed to help solve the complex operational and technological challenges faced by multi-site flexible workspace and agile real estate providers when they scale-up and focus on occupier in building experiences.

This is an opportunity to work for a public listed, global market leader in a highly vibrant and evolving industry. We are looking for an analytical, tech and commercially savvy Marketing Operations Manager with a strong background in B2B marketing automation technologies, digital marketing, marketing performance analytics and optimisation. The role will be based out of the London office and will report to the Head of Group Marketing / CMO.

JOB PURPOSE

The Marketing Operations Manager will apply their experience in marketing automation, digital marketing, analytics, and process improvements to optimise marketing campaigns, track & report and drive marketing return on investment across traditional and digital channels and inform marketing investments and strategy. A key focus will be the alignment of our marketing initiatives and tactics to industry personas, segments and long-term market potential.

In this role, you will work closely with regional marketing teams, product marketing, digital marketing, brand and communications and revenue operations to ensure that the technology stack, automation workflows, segmentation, tracking tools and technologies are in place to optimise marketing messaging, programs, budgets, campaigns, and infrastructure.

Key responsibilities of this role will be ensuring that the marketing technology stack, data lists, segmentation, workflows & automation and reporting serve our commercial goals, are compliant, and adopted by marketing, sales and customer success teams globally.

The ideal candidate should be proficient in data disciplines including data governance (GDPR, data privacy etc.), master data management, segmentation, return on investment reporting across campaigns and marketing channels, delivering strategic insights and marketing investment optimisation. This is a global role and this leader needs to ensure that we enable and optimise marketing technologies, campaigns and

investments in partnership with regional marketing teams while aligning with regional regulations and market contexts.

The candidate must demonstrate a strong attention to detail, have excellent organization and problem-solving skills, as well as advanced BI, Excel and marketing automation (HubSpot, SFDC), CRM admin and reporting skills. A key

responsibility will be best practices, training and configuration of the technology stack – including but not limited to HubSpot, Triblio, WordPress, ClicData and help regional marketing teams unlock the full potential of these solutions.

The Marketing Operations Manager will report to the Head of Group Marketing / CMO and will work closely with regional marketing teams to increase the effectiveness of campaign targeting and measure the impact across all demand generation activities and report on global marketing performance.

MAIN DUTIES AND RESPONSIBILITIES:

We will look to you to lead the charge on marketing technology, automation, analytics and optimisation across marketing budget lines, regional teams, campaigns, and processes.

- Build and deploy the full marketing technology stack, (setup, admin, integration & reporting - HubSpot, Triblio, GA and other tools) and lead nurturing engine with measurable, repeatable, automated processes that drives a high-quality demand and nurtures prospects to conversion.
- Analyse personas, curate content, and buyer journeys to optimise every touchpoint and maximise conversions within target segments – create a single view of all customer and prospect interactions with marketing campaigns and assets.
- Operate a measurable, repeatable, automated process that fuels the demand generation, lead qualification, account-based marketing that aligns with regional strategies and priorities.
- Introduce and refine lead scoring and sales and account qualification processes with regional marketing, customer success and sales team buy-in.
- Host and coordinate lead triage sessions with regional marketing leads sales and customer success teams.
- Engage with third-party contractors and vendors to ensure optimal configuration, performance and adoption of the marketing technology stack including our website, sales optimisation tools, data discovery tools.
- Track and refine campaign performance by measuring business results through analytics, which includes the metrics for conversion rates, cost/lead, LTV, CAC etc.
- Ensure the accuracy of lead reporting – updating lead details, tracking leads against targets and proactively engage with marketing managers where actions are required.
- Review, evaluate, and make recommendations based on the cost and effectiveness of specific campaigns, target audiences and marketing channels. Perform lead attribution modelling. Regularly appraise campaign outcomes and steer regional marketing and communication managers.
- Create dashboards and reports for senior management, customer success and sales stakeholders to track marketing campaign performance (closed loop marketing)
- Take responsibility for the governance, segmentation, sourcing, and lifecycle of all contact and lead level data within the essensys CRM – proactively identify and fill data gaps (engage with vendors, regional marketing managers and data brokers)
- Deploy segmentation scripts, performance models and queries, and support the identification and targeting of corporate personas, content syndication and buyer profiles as part of the business case process.
- Consolidate and provide analytics on Triblio, Google Analytics, Google Adwords and Marketing Automation (HubSpot) reports to gauge effectiveness of different tactics and channels (e.g. online search, analytics, SEO, LinkedIn, display advertising campaigns, digital campaigns incl. PPC, email, events, webinars, PR, 3rd party media, account tracking insight tools)
- Report on data completeness, trends and anomalies, making recommendations where appropriate to improve demand generation, ABM and customer engagement performance.
- Proactively work with regional marketing teams to merge, clean, procure and append data to improve campaign performance.
- Coordinate lead creation and follow-up with external agencies, media partners and vendors (to meet data requirements, validation and progressive profiling)

- Setup campaigns and synthesise best practices and report results across all marketing initiatives, ABM programs and 3rd party marketing.
- Drive continuous improvement through post-campaign analysis to identify bright spots / review campaigns, partner tactics and enablement collateral.
- Manage HubSpot templates, preference centre deployment, list creation by segment and demand taxonomy refinements.
- Create and maintain processes and best practices for digital asset setup, tracking and optimization.
- Lead our marketing tech strategy and best practices – ensure that we leverage the correct tools and technologies, track the most relevant KPIs.
- Work with revenue operations to build dashboards, reports and models for executive team as well as regional marketing teams.
- Own multi-touch lead attribution, win journeys and campaign channel evaluation to identify bright spots.
- Track performance across all marketing and communication channels and report to the team on activity, results and optimisation scenarios.
- Deploy a strategic approach to audience and message segmentation, run tactics in a way that lets us not only assess the performance of a channel but also how certain messages resonate with specific audiences and provide input into themes, topics, demand taxonomy and personas.
- Support regional marketing managers with the analysis of website traffic, digital journeys and conversion rates, advise on tracking and improvements, landing page build out and optimisation (progressive profiling, A/B testing etc.)
- Provide guidance, engage with agencies and regional marketing teams to optimise SEO, keyword advertising, ABM digital advertising, retargeting, LinkedIn campaigns and audience setup and maintenance across the martech stack.
- Compile and visualise multi-touch customer win journeys, identify patterns and develop models and case studies to communicate these assets to key stakeholders.
- Conduct sensitivity analysis on marketing plans and KPIs, track assumptions and contribute to strategic planning.
- Coordinate and facilitate marketing quarterly business review sessions.
- Manage, track, update, annotate and coordinate the marketing budget across the global marketing function.
- Baseline marketing goals, objectives and KPIs, plus provide ongoing tracking and performance explanations / annotations.
- Work with the brand and communication, people operations, legal and finance teams to ensure that the corporate website is up to date, meet commercial objectives and presents up to date corporate and investor information.

Qualifications and Knowledge:

The successful candidate will be a rounded B2B Marketing Operations Manager from the software and or technology industry with a minimum of 5 years of experience with marketing automation, digital marketing, data governance, return on investment tracking, lead attribution modelling and campaign reporting.

- Bachelor's degree or equivalent in Marketing / business degree a plus.
- Background in Digital Marketing or experience working closely with a Digital Marketing team.
- Worked within a high growth business as part of an international marketing team.
- Knowledge and experience of agile marketing a plus.
- Lead attribution and performance reporting across, but not limited to, website, white papers, social channels, customer advocacy, sales enablement assets, case studies, eBooks, banners, blogs, collateral, webinars, videos, emails and presentations.
- Very strong admin, training, roll-out and optimisation experience with Content Management Systems (CMS), marketing automation platforms, ABM advertising platforms and customer communication systems (e.g. WordPress, HubSpot and Intercom).

- Advanced Microsoft Office Suite (PowerPoint, Word, Excel).
- Growth hacker mindset, problem solver with systems integration / data mapping experience.
- Group level responsibility for a marketing tech stack.
- Experience selecting, working with, and managing data processing vendors and systems integrators.
- Has developed and administered the lead sales funnel utilizing a CRM, HubSpot and BI / reporting solutions.
- Highly proficient in Excel, BI and HubSpot reporting.
- Created board-level marketing performance reports and dashboards with Excel, BI tools and HubSpot.
- Compiled and narrated reports defining marketing and sales conversion rates, pipeline attribution and stages (e.g. MQLs, SQLs, SALs, Opps, Wins)
- Strong analytical skills with the ability to interpret data and develop action plans as well as to provide insightful and actionable plans.
- Must be able to work independently and possess excellent time management skills.
- Experience with A/B and multivariate testing.
- Desired:
 - Has optimized website and landing page user experiences to increase lead conversions, registrations and content marketing downloads.
 - Digital marketing campaign optimization experience.
 - Experience working with a commercial real estate, financial services or hospitality target audience.

Aptitude and Personal Qualities:

- Highly organised, metrics driven and a team player.
- Strong relationship builder and stakeholder management skills, with experience of working with revenue operations, digital marketing, sales and customer success team as part of a global marketing function.
- Detail-oriented.
- Able to excel in a fast-paced, scale-up, hands-on environment.
- Passionate about marketing operations, naturally curious, growth hacker mindset to test and experiment.
- Ability to take initiative and ownership – self-starter and can-do attitude.