

JOB DESCRIPTION

JOB TITLE:	Performance Marketing Manager
DEPARTMENT:	Marketing
LOCATION:	LONDON
REPORTS TO:	Marketing Director, UK & Europe
RESPONSIBLE FOR:	NO DIRECT REPORTS

How and where people work is changing faster than ever before. The implications for the real estate market are profound; office market trends show vacancy rates on the rise with both lease lengths and value decreasing. Landlords who operate large office portfolios are finding themselves having to adapt to battle these challenges and to satisfy more demanding tenant requirements than have ever existed before. Part of the challenge for landlords is in creating exceptional places to work for tenants and their employees; this means creating office propositions that help drive productivity and creativity through frictionless experiences. Without utilising the right technology and software, creating office space that delivers on this is almost impossible. This is where essensys come in; we're at the forefront of this change and are enabling landlords (and operators of space) to provide the types of experiences tenants expect through our software and technology.

WHAT WE DO

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' software and 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.

ABOUT THE ROLE

This role is for someone keen to make their mark on new logo growth at an ambitious, heavily invested in publicly listed company. The successful candidate will be expected to apply their experience, creativity, planning and technical skills to achieve new business growth goals. There will also be the opportunity to work closely with third party agencies and partners too.

Successful outcomes of the role include consistent lead generation and contact engagement, having a high percentage of leads accepted by the Sales Team and having those leads enter pipeline. Other outcomes include the smooth and successful running of physical events and exploiting event appearances, so they more heavily contribute to lead generation.

MAIN DUTIES AND RESPONSIBILITIES

We will look to you to drive fully integrated regional marketing campaigns and programs which are creative, innovative, and cost effective. You'll develop content and execute tactics to attract relevant prospects, get them interested in essensys' transformational software & technology and get them to engage with us.

You will be responsible for creating, adapting, and optimising multi-channel content, digital and event-based campaigns, processes and programmes necessary to enhance demand generation and brand positioning.

Ultimately, you are here to help generate quality leads for the sales team as we grow our commercial real estate customer base.

1. Apply your skills in digital, events marketing & knowledge of marketing channels to create, manage and optimise marketing assets and programmes that deliver awareness, brand impact and high-quality leads.
2. Develop an inventory of content assets that delivers qualified demand and nurtures prospects to conversion while supporting the essensys sales team.
3. Understand our segment personas (the different types of buyer within one account) and go to market topics and themes.
4. Work with marketing operations and product marketing to analyse data and the buyer journey to optimise touchpoints, maximise conversions and deliver the best experience possible.
5. Work closely with the sales team, channel partners and influencers to ensure full visibility of marketing activities and timely access to content assets.
6. Report on regional marketing successes and ensure that all campaign activities continuously support the commercial goals of the business.

QUALIFICATION AND KNOWLEDGE:

The successful candidate will be a rounded marketer with experience in performance marketing ~5 years of B2B content and demand generation experience, targeting senior buyer personas with highly relevant content and engagement tactics. We're looking for a creative individual who enjoys the creation of exceptionally engaging content as much as the delivery/activation of it.

- Bachelor's degree or equivalent in Marketing / business degree a plus
- 5 years of marketing experience, working within a regional team, preferably no less than 2 years in B2B high tech company
- Bonus: Direct experience in the commercial real estate sector working with landlords, brokers and/or flex operators.

SKILLS AND EXPERIENCE:

- Development of segment content plans and assets, which may include, but not limited to writing blogs, presentations, web pages, email templates, social share cards and contextualize product collateral
- Tactical execution of demand, account-based marketing (ABM) and lead generation programs
- Actively incorporate associations, media partnerships, tradeshow, and events in reputational and lead generation campaigns
- Efficiently use marketing automation software - HubSpot
- Develop and execute email, digital and event marketing campaigns across all channels
- Responsible for tracking and refining campaign performance by measuring business results through analytics, which includes the metrics for conversion rates
- Work with marketing operations to implement and constantly improve email lead nurturing/drip programs to move prospects through the marketing and sales pipeline
- Work with agencies to draft and tag content in line with requirements for online marketing, search engine marketing (SEM); search engine optimization (SEO) and pay-per-click analytics
- Relationship management and campaign execution with third-party associations, contractors, and vendors
- Feed into social marketing channels – primarily LinkedIn
- Coordinate and execute account specific programs.

DESIRED SKILLS & EXPERIENCE

- Hands-on B2B marketing program execution experience including digital (SEM, SEO, display advertising, PPC & webinars), email, 3rd party, tradeshows & events, email, social media, trade advertising and direct marketing.
- Experience in developing engaging content (interactive content would be a bonus), essential.
- Very strong copywriting and content marketing skillset and experience applied to videos, webpages, white papers, case studies, eBooks, event stands and webinars.
- Tech savvy with content management systems (CMS) e.g., WordPress
- Track record of campaign execution and optimization
- Highly creative and organised, metrics driven, team player
- Evidence of successful demand generation campaigns
- Marketing of SaaS or IaaS solution a plus
- Openness to coaching and personal development essential
- Prior exposure to agile / scrum work practices in a marketing context would be an advantage
- Role may involve European travel, but less than 10% of their time.

APTITUDE AND PERSONAL QUALITIES:

- Relationship builder who has worked in a global marketing team
- Strong stakeholder management skills – evidence of working with commercial, sales and customer success leadership and teams
- Passionate about marketing, naturally curious, growth hacker --- mindset to test and experiment
- Ability to take initiative and ownership – self-starter and can-do attitude