

Marketing Campaign Manager

Department: Marketing
Reports To: Head of Marketing, North America
Location: Remote (Central Time Zone)
Hours: Full time

Job Purpose

As part of the North America Marketing function, work closely with Marketing Leadership, Business Development, Sales, Account Management, and Partners, to shape, plan and execute digital campaigns and virtual events to generate, nurture and influence pipeline across all stages. These campaigns and events will cover: brand awareness; lead generation for direct new business; Partner new business and cross-sells; customer retention; and influence to build our audience and shape perception.

Primary responsibilities

- Manage the full lifecycle of marketing campaigns, from planning and implementation, to delivery, measurement, review, and optimization, with the aim of driving new business demand generation, customer upsell, retention, renewal and engagement.
- Build, execute and optimize performance for all account or segment based targeted campaigns across the buyers' journey (awareness to purchase) – especially mid and bottom-funnel pipeline.
- Be a Salesforce and Pardot (including Engagement Studio) super user for North America helping create and optimize nurturing campaigns across the region.
- Work closely with all key functions of the business, particularly Business Development, Sales and Account Management, and UK Central Marketing to ensure a strong understanding of the solutions being marketed and the optimization of all campaigns.
- Take responsibility for researching, planning, managing, and delivering all online and physical events, measuring outcomes against KPIs to ensure Proactis receives maximum ROI.
- Deliver regular reports of campaign results, including web analysis and evaluation of KPIs/ROI.
- Write, edit and proofread copy.
- Input into the marketing plan with campaign and event ideas. This should be based on pipeline needs, the sales and marketing strategy, business objectives, and key observations/trends from the market (including finance and procurement, key market sectors, technology, marketing, etc.).
- Support the governance, management and consistency of the appropriate use of the Proactis brand within the NA territory.
- Basic administrative activities (e.g., budget requests, PO raising, supplier research).

Experience

- 3+ years' experience planning and executing multi-touch campaigns, including online events and webinars.
- 3+ years' experience in B2B marketing – primarily digital (B2B SaaS experience preferred)



- 3+ years' hands-on campaign and event management experience (online and physical) and the ability to think creatively and analytically.
- 1+ year experience in creative and using design tools such as Canva for social media and other channels
- Excellent verbal and written communication skills (including copywriting and proofreading).
- Experience using marketing automations tools, specifically Pardot, Salesforce, Google Analytics and LinkedIn Campaign Manager just to name a few.
- Strong project management skills and experience of operating within a fast-paced and demanding commercial environment.
- Strong copywriting and proofreading capabilities.
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Confident stakeholder management skills with a natural ability to influence across all levels.

Skills

- Creative, analytical and able to think outside of the box – constantly striving to improve.
- Able to work to deadlines, prioritize and manage time effectively, and manage stakeholder expectations.
- Able to work on own initiative, with management support and direction.
- Highly adaptable, professional and enthusiastic team player who is passionate about delivering quality marketing in every aspect of the role.
- Seeks, and is open to feedback and continuous improvement.

This job description is a guide to the principal, current duties of the job. It does not form part of the contract of employment. These duties and responsibilities are indicative and not exhaustive. We may adjust from time to time to reflect the changing needs of the organisation. We expect you to adopt a flexible approach to your role but will consult you about significant changes.

If you would like to apply for this role, please send your letter of interest to HR-US@Proactis.com for consideration.

Closing Date: Monday, February 28, 2022.