

## **MARKETING MANAGER LONDON (HOLBORN), UK**

Admedo is a fast-growth, independent programmatic marketing technology business. We have built our own proprietary programmatic demand-side platform that puts control back in the hands of advertisers, agencies and publishers through transparency and customisation. We are simplifying programmatic media buying by providing all the tools and insights in one UI, and at a fraction of the market rate cost.

To support our growth, we have an exciting role for an ambitious B2B Marketing Manager who wants to take their career to the next level.

The B2B Marketing Manager is a standalone position and will be responsible for planning and implementing marketing programs for lead generation, lead nurturing/acceleration, and re-activation. The successful candidate will report into the CEO and work closely with our sales team to maximise lead generation, adoption and retention as well as deliver against the wider business goals.

The ideal candidate will come from an adtech background.

### **WHAT WILL YOU DO?**

- Manage the company brand, brand identity and its reputation online
- Plan and deliver acquisition, retention, cross-sell, and upsell campaigns across multiple channels (owned, paid, and earned)
- Co-ordinate and plan event attendance, measuring and evaluating ROI
- Collaborate with Sales, Product and Account Management to develop multi-channel thought leadership content; product overviews, case studies, blogs, guides, research, webinars, video, presentations, events and any other marketing support required to support an interactive, consultative selling approach
- CRM management using data and email marketing/automation systems
- Continually test, measure and report campaign and programme performance and evolve actions based on learning.

### **PREFERRED EXPERIENCE**

- 2-4 years B2B marketing skills ideally in technology/software
- Good time management and attention to detail
- Experience of event delivery and management

- Experience creating marketing content to support sales goals and wider engagement
- Experience in managing SEO and website CMS (Wordpress)
- Highly organised with an ability to plan and juggle several projects and tasks at the same time, self-motivated and capable of working autonomously in a fast-paced environment
- Strong ability to develop campaign messages and propositions is a must, including a demonstrable high standard of copywriting, with an excellent ability for storytelling, structure, spelling, grammar, and understanding of style, the tone of voice and audience
- Adobe Creative Cloud experience preferred
- Above all, a real positive can-do attitude.

### **THE PERKS:**

- Private healthcare
- Full training and all the support you need to help ensure your success
- The opportunity to work for one of London's fastest growing technology companies
- Free fruit and snacks plus regular social events

In return, the successful candidate will benefit from a competitive salary and unique journey professionally and personally. Our goal is to develop the best talent into our next generation of leaders. The learning curves are enormous and the challenge immense, but we will always endeavour to achieve success with a sense a fun.

**Interested? Please send your CV and covering letter to [careers@admedo.com](mailto:careers@admedo.com).**