

## **POSITION: Marketing Programme Manager**

Our client is a leading international SaaS technology company, specialising in providing the technology and service behind direct marketing campaigns. They are looking for a Marketing Programme Manager who will be responsible for developing and implementing marketing programmes and campaigns that convert qualified leads into paying customers. This position will be responsible for the creation, execution and coordination of webinars, marketing campaigns, lead nurturing programmes and email marketing efforts across the EMEA region.

### **Duties and responsibilities**

- Research, develop and manage execution of a marketing plan aimed to increase lead conversion and opportunity creation for sales within the EMEA region.
- Develop and execute email-based lead nurture programmes. Measure and report on the success of these programs, their impact on lead conversion and ultimately on the amount of opportunities created and revenue generated from these marketing efforts.
- Create and produce compelling content across digital channels including webinars, email campaigns and other media.
- Manage agency and vendor relationships and coordinates activities specific to various marketing initiatives, ensuring that all work is completed satisfactorily according to agreed upon timelines and budget.
- Generate reports on a weekly and monthly basis that provides senior management with a clear view into the effectiveness of these programmes. This includes lead contact reports, campaign results, and opportunity creation.
- Collaborate with other members of the global marketing team on various marketing initiatives as necessary including advertising, events management, PR, and Product Marketing.
- Nominal travel required up to 10%

### **Required Skills**

- Strong experience in direct and/or online marketing
- An understanding of online marketing and a track record of driving lead generation and opportunity creation for a B2B organization
- Ability to manage multiple projects independently and simultaneously and meet deadlines
- Strong project management experience
- Excellent organizational and time management skills
- Effective oral and written communications skills
- Strong orientation toward teamwork; thrives in collaborative work environment
- A digital geek and technology fanatic
- Strong analytical skills and a data-driven approach to marketing
- Computer literacy: MS Office applications (including MS Word, PowerPoint, Outlook, Excel and Project)

### **Required Experience**

- Strong experience in direct and/or online marketing
- Bachelors Degree in Journalism, Marketing, Communications or other related field preferred