

**Job title:**

Campaign Marketing Manager

**Reporting line:**

Sales and Marketing Director

**THE COMPANY**

Verifile is a leading provider of CV verification and background screening services, using innovative technology and methodology. We carry out background checks on candidates to enable our clients to make informed and long-term rewarding recruitment decisions. The business has experienced a significant growth over the past few years and we are now looking for a Campaigns Marketing Manager to shape and transform our approach to how we bring significant number of new clients to the business.

Whilst still having the feel of a start-up, this business has been trading for 15 years and is now an established market leader, with their services used globally and with an impressive customer base.

This is an outstanding opportunity to join this exciting and rapidly expanding company.

**MAIN PURPOSE OF THE ROLE**

The Campaign Marketing Manager is a new and critical role that will devise and execute the company go-to-market strategy.

You will translate your marketing plan into actionable quarterly targets and campaigns to achieve both Marketing and Sales goals. Running various marketing campaigns, to build a more robust sales pipeline in terms of volume, value and velocity.

This role is accountable for delivering a rolling 18-month plan of awareness and revenue generating campaigns, both online and offline, to achieve the company's operating plan objectives.

To summarise, we are looking for a very driven and commercially minded marketer to own the marketing funnel, someone being good with both words and numbers. A balanced thinker and doer who wants to make an impact on the business performance.

**ESSENTIAL SKILLS AND EXPERIENCE**

**Qualifications and Experience:**

- Minimum Bachelor's degree in business, marketing or related field
- 3 -5 years' experience with proven ability to plan, test, deliver and evaluate multiple B2B campaigns (acquisition, development and retention) simultaneously

**Skills:**

- Commercial mindset paramount, with a demonstrated ability to drive incremental revenue opportunities through multiple integrated campaigns
- Appreciation of sales and revenue imperatives as well as experience in delivering against targets
- Balance between the 'big picture' (strategy) and the detailed implementation of campaigns (outputs)
- Understanding of the end-to-end campaign process - ability to take ownership of all aspects of a campaign from strategic context through to evaluation
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions
- Outstanding planning/organisational/interpersonal/influencing skills and attention to detail
- Ability to make decisions in a changing environment - flexible enough to alter activities as required
- Composure and credibility under pressure, i.e. positive attitude in stressful situations



ISO 9001  
ISO 14001  
ISO 22301  
ISO 27001



INVESTORS  
IN PEOPLE

Silver  
Until 2021



5 Franklin Court, Stannard Way  
Priory Business Park, Bedford MK44 3JZ

+44 (0)1234 339 339

[www.verifile.co.uk](http://www.verifile.co.uk)

- Entrepreneurial mindset - willing to try different approaches in order to achieve agreed objectives
- Experience with marketing and selling to HR and Procurement departments a plus
- Experience of selling a business service, a plus
- Excellent knowledge of digital channels & strong ability to utilise MarTech software:
  - Marketing Automation Platforms (Hubspot, Marketo, Eloqua, Pardot...) & CRM (Mailchimp currently used, Salesforce, MS Dynamics, **Zoho - planned**, Sugar, Pipedrive...)
  - CMS (ideally Kentico) & Web analytics, SEO & PPC (Google Analytics, MOZ, Looker...)
  - Social media monitoring/brand sentiment (Hootsuite, Sprout, Zoho, BrandWatch...)
  - Web site visitor identification software (Lead Forensics...)

### CAMPAIGNS MARKETING MANAGER - RESPONSIBILITIES

- Devise and run a rolling 18-month plan for multichannel campaigns that engage and excite our audiences (prospects and existing customers), delivering P&L objectives including revenue growth, customer satisfaction (e.g. NPS) and loyalty, and adoption of key products and services
- Champion and herald the voice of the customer – make informed decision through data and insights
- Refine the market segmentation to maximize lead generation, conversion & customer lifetime value
- Deliver on a defined MQL/SQL pipeline plan within budget and communicate KPIs & progress to goals
- Improve the company’s digital footprint (e.g. website, SEO, PPC, social... – owned/earned/paid media)
- Own and improve the end-to-end process of streamlined automated campaigns (e.g. budget, expected results & ROI, buyers’ personas, value proposition with strong CTA, workflow & playbook, A/B tests...)
- Project manage all campaigns from beginning to end ensuring they meet the target objectives
- Ensure each campaign has clear metrics as agreed with the Sales & Marketing Director
- Partner with Sales to identify and/or validate best business opportunities, segment data and monitor database attrition and hygiene
- Work closely with Content Manager to write, edit and proofread all campaign-related content (e.g. value proposition, promotional materials and publications, blog posts...)
- Define role of, brief, oversee and critically evaluate the work of external specialist agencies (e.g. graphic design, SEO, PPC, SEM...).
- Ensure that the organisation’s brand and identity is adhered to in all communication channels
- Optimise each marketing touchpoint using data, including top-of-funnel channels like social media and blogging, middle-of-funnel channels like email nurturing, and bottom-of-funnel activities with Sales
- Jointly with Sales team, track and optimise personas, lead scoring and demand waterfall conversion rates across all campaigns (closed-loop process)
- Monitor spend on each element of a Marketing Campaign and ensure costs do not exceed the allocated budget, and maximum ROI is achieved, tracked and reported
- Agree and report performance/KPI’s on a weekly & monthly against annual operating plan and undertake corrective actions when necessary

### LEADERSHIP & MANAGEMENT RESPONSIBILITIES

- Proven leadership in “managing by objective”
- Ability to develop a strong partnership with key stakeholders including CEO, Sales and Marketing Director, the Content Manager and diverse teams (Products, Sales, Account Management, Finance, Commercial/Legal, agencies...)

### PERSONNEL & STAFF MANAGEMENT RESPONSIBILITIES

- No direct reports, but manage 3<sup>rd</sup> party specialist agencies

### OFFICE CULTURE & BENEFITS

#### Rewards:

We are pleased to be able to offer our employees a wide range of facilities/services which help to provide a stimulating working environment:

- A diverse international community
- A stimulating, knowledge-based environment
- On-site refreshment facilities including beans-to-cup coffee machines
- Company treats and events every month
- Employees led charity events
- Big company Christmas party and other seasonal treats
- Green open space with outdoor seating
- Environmentally friendly policies
- Free car parking
- Modern, spacious offices with air conditioning

#### Core Benefits:

- A competitive salary which will be reviewed annually.
- 22 days paid holiday plus Bank Holiday, increasing to 25 days after 3 years of service.
- Pension scheme (Auto-Enrolment).
- Exclusive perks and big discounts through Perkbox.

#### Additional Benefits

- A super service reward scheme for 1 year, 3 years, 5 years, 10 years and even beyond. You can expect to choose from extra holidays, shopping and theatre vouchers, cleaner and gardener for a year and many other rewards.
- To celebrate 1-year service you and a guest will be treated to a 3-course meal at a top local restaurant.
- Employee referral scheme: receive £1,000 for introducing a new employee!
- Summer and Christmas events.

#### Diversity

Through diversity, we aim to create a culture in which everyone can work together harmoniously with dignity and respect and realise their full potential.

\* Please be made aware a full pre-employment background check is required for this position.

\*\* This ad is not intended to discriminate in anyway

We can help you to achieve your potential. Our team understands the importance of having the right support to enable you to grow and develop within our business.



ISO 9001  
ISO 14001  
ISO 22301  
ISO 27001



INVESTORS  
IN PEOPLE | Silver  
Until 2021



5 Franklin Court, Stannard Way  
Priory Business Park, Bedford MK44 3JZ

+44 (0)1234 339 339

[www.verifile.co.uk](http://www.verifile.co.uk)