

# BabelQuest

## Marketing Manager

### Key details:

- **Location:** Hybrid working 2 days from our Abingdon office per week (pro-rata)
- **Job type:** Full-time
- **Salary:** Competitive

Are you a HubSpot power user with a knack for turning complex marketing strategies into high-converting campaigns? BabelQuest is looking for a Marketing Manager to act as the bridge between creative strategy and technical execution. Joining an Elite HubSpot partner like us means you'll finally have the advanced technology and resources to execute your best work.

### Content Strategy and Thought Leadership

- Repurposing mastery: Operate with a "create once, distribute everywhere" philosophy, hyper-efficiently turning pillar assets into social snippets, email series, and videos.
- Thought leadership: Work with our technical consultants to write or edit deep-dive blogs, whitepapers, and case studies showcasing CRM implementation, RevOps, and automation.
- AI integration: Leverage AI to achieve scale while maintaining the high-level human polish necessary to ensure our voice cuts through the noise.

### Event Management & Hosting (live & virtual)

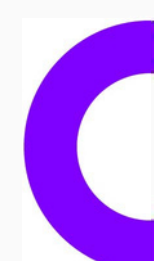
Beyond the written word, you will be the architect of our event management strategy, ensuring every touchpoint is polished and professional.

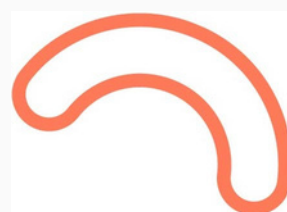
- End-to-end delivery: Plan, execute, and often host a mix of high-value webinars, HubSpot User Groups (HUGs), executive roundtables, and industry trade shows.
- Engagement & logistics: Manage everything from venue sourcing and speaker briefing to post-event lead nurturing.
- The "wow" factor: Create immersive event experiences that drive real engagement and stand out in a crowded B2B landscape.

### The HubSpot power user

You won't just talk about inbound excellence; you will embody it through technical execution.

- Campaign execution: Use HubSpot Marketing Hub to build all assets, execute campaigns, and track results.
- Platform integration: Integrate knowledge of other HubSpot Hubs to maximise overall effectiveness.
- Data & compliance: Manage segmentation and GDPR compliance for our UK marketing database.
- ROI reporting: Track and report on KPIs (MQLs, SQLs, Attribution) to prove the ROI of your content and event spend.





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### Strategic Enablement

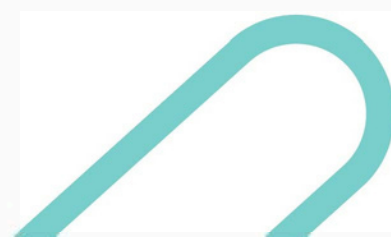
- Internal alignment: Work closely with sales, customer service, and other internal teams for every campaign to ensure they have the resources needed to win audience trust.
- Sales bridge: Align marketing output with sales objectives to turn cold engagement into qualified leads that the sales team is excited to follow up on.
- Partner opportunities: Identify and lead collaborative opportunities to expand our marketing reach.

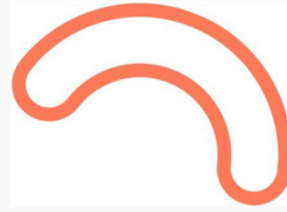
### This job's for you if:

You possess an innate curiosity that matches the rapid evolution of the marketing landscape. As a talented copywriter and content strategist, you understand how to tell a story that sticks. Beyond digital content, you bring a hands-on approach to managing immersive events that drive real engagement. Joining a top-tier HubSpot partner excites you because you'll finally have the advanced technology and resources to execute your best work.

- The strategist: You have 4+ years in B2B marketing with a proven track record of hitting lead and revenue targets.
- Storyteller: You possess a journalistic mindset and a flair for writing copy that truly engages an audience.

- HubSpot expert: You are an expert in Marketing and Content Hubs and have a strong understanding of the rest of the platform; professional certifications are highly preferred.
- Commercial & analytical: You care more about "Revenue Generated" than "Likes," and you can explain the story behind the data to the leadership team.
- Tech-forward: You have the curiosity to keep pace with rapid marketing evolution and understand how (and when) to use AI across marketing activities.





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### Why you'll love working here:

- We truly want to do more for our people so you'll join a team of like-minded individuals with a focus on culture, hard work, having fun, transparency, openness, and enthusiasm.
- Flexible working where you choose when and where you work
- ½ a day per week for training and professional development to support a clear career path.
- 25 days holiday, which increases with time to 30 days.
- 4 weeks paid sabbatical leave with £2K bonus after every 5 years' service
- Unlimited unpaid holiday.
- Really flexible benefits where you can choose anything from a cleaner to your pet insurance.
- Employee referral scheme.
- Employee of the Month awards.

