



BabelQuest

Marketing Manager (Maternity Cover)

Key details:

- Type: Full-time, 12-month fixed-term (with the opportunity to convert to a permanent role for the right person)
- Location: Hybrid (home working and at our office in Abingdon, UK)
- Salary: Negotiable

On any given day, you might:

- Create promotional materials for a marketing campaign
- Schedule social media posts
- Write or review blogs
- Build a lead nurturing workflow
- Create reports to show the impact of your campaigns
- Write sales email templates
- Speak with a consultant about their work to identify case study opportunities

Key responsibilities

- **Develop and execute lead generation campaigns:**
 - Create and implement pre-planned and new multi-channel campaigns (digital, social, email, content) to generate qualified leads, including online and in-person events.
 - Analyse lead generation performance and adjust plans accordingly.
 - Manage campaign budgets and ensure efficient resource allocation.
- **Internal enablement:**
 - Collaborate with the sales and success teams to align marketing efforts with sales objectives and optimise the lead qualification process.
 - Communicate consistently with both teams on upcoming campaigns and initiatives, take on board feedback and make adjustments where needed.
 - Ensure colleagues across the business are equipped with what they need to advocate for us.
- **Brand management and consistency:**
 - Ensure consistent brand messaging and visual identity across all marketing materials.
 - Maintain brand guidelines and key internal enablement materials.
 - Monitor brand perception and address any inconsistencies or issues.
- **Content creation and management:**
 - Follow a pre-planned content calendar, and generate new ideas to support lead generation and brand building.
 - Create engaging and value-driven content, including blog posts, articles, reports, downloadable assets, social media updates, and videos.
 - Optimise content for search engines (SEO).
 - Engage with our delivery team to understand where there are opportunities to tell compelling customer stories.





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- **Social media**

- Work with our Senior Digital Marketing Executive to continue our well-established presence on LinkedIn, and develop ideas for other relevant social channels

- **HubSpot and analytics:**

- Utilise Hubspot to manage campaigns, leads, and automation. Make sure we're our own best case study.
- Track and analyse marketing metrics, utilising the platform's reporting features, to measure ROI and identify areas for improvement.
- Stay up-to-date with industry trends, marketing best practices, and HubSpot updates to enhance campaign effectiveness.
- Communicate marketing performance and insights to stakeholders.

- **Market awareness:**

- Analyse competitor activities and identify areas for differentiation.
- Have an understanding of the HubSpot partner ecosystem, where we fit, and how marketing can support our HubSpot partnership.
- Stay up-to-date on industry best practices.

- **Delivery support**

- You may be required to spend up to 20% of your time supporting our customers with marketing deliverables

- Knowledge of SEO best practices and content marketing strategies.
- Analytical mindset with the ability to interpret data and optimise marketing efforts accordingly.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Familiarity with A/B testing and conversion rate optimisation (CRO).

Preferred qualifications:

- HubSpot Marketing Software Certification.
- Experience with CRM and sales enablement tools.
- Background in B2B marketing or SaaS industry experience.

Why you'll love working here:

- Flexible working (a mix of home and office).
- Half a day each week (23 days a year) dedicated to personal and professional development.
- Up to 30 days of paid annual leave and unlimited unpaid leave.
- A month-long paid sabbatical and a £2,000 bonus to celebrate five years with the company (if the role becomes permanent)
- Benefits worth £650 per year to support your work-life balance.

Required skills

- 5+ years of experience in a marketing role with a focus on lead generation.
- Proficiency in HubSpot Marketing Hub, including automation, email marketing, and analytics.
- Strong understanding of inbound marketing strategies and demand generation techniques.
- Experience with paid digital marketing campaigns, including Google Ads and LinkedIn Ads.

