



BabelQuest

Marketing Manager

Key details:

- **Location:** Abingdon, Oxford, or UK (hybrid)
- **Salary:** Competitive
- **6-month fixed term contract**
- **Full Time (Part-Time Options Considered)**
- **Reports to:** Head of Marketing

Join an Elite HubSpot Consultancy

We are BabelQuest, an Elite HubSpot Solutions Partner ranking in the top 1% of HubSpot Partners globally. We are seeking a talented marketing manager who can leverage the full power of HubSpot to create impactful campaigns, drive engagement, and deliver measurable growth for BabelQuest.

As a Marketing Manager, you'll play a central role in shaping how we position the BabelQuest brand as an Elite HubSpot partner, delivering industry-leading campaigns to increase awareness and engagement, while being accountable for lead-generation activities using the full power of HubSpot.

As a Marketing Manager, you will have a strong understanding of core marketing principles and hands-on experience with HubSpot.

You will work closely with internal stakeholders to understand their expertise and develop strategies that align with our thought-leadership while driving measurable results.

Working at BabelQuest

BabelQuest offers a dynamic and supportive work environment with a strong focus on employee well-being and professional growth.

Culture: You will join a team of like-minded professionals who prioritise hard work, transparency, openness, enthusiasm, and having fun!

Flexibility: We offers flexible working, allowing you to choose when and where you work, including a mix of home and office.

Recognition & Rewards: We recognise our employees and run multiple reward and recognition schemes including Employee of the Month!





BabelQuest

Marketing Manager

The Opportunity

Dive into a dynamic role where you'll generate leads and sustain and amplify our well-established presence in the market – all with a laser focus on driving revenue growth.

You're a lead-generating powerhouse

You'll develop and execute marketing campaigns with a strong focus on attracting, engaging and converting potential customers. You'll thoroughly understand who we are, what we offer and who our best-fit customers are.

At BabelQuest there is no sales and marketing divide – you'll have a great awareness of what the Sales team need to sell more, and in turn how they can help you meet our marketing goals.

Working with our Head of Marketing and leveraging HubSpot's marketing automation tools, you'll smash our lead-generation targets.

Become the passionate protector of our brand

We've worked hard to establish a clear voice, whilst evolving our messaging to match the changes in our business and the market we operate in.

You'll be able to understand the importance of consistency and continuity. Whether you're creating content yourself or reviewing the work of others, you'll know exactly how to apply our brand principles to ensure the message we want to share with the market is spot-on.

This job's for you if:

You love HubSpot and aren't afraid to shout about it. The thought of working for a top-level HubSpot Solutions Partner, using the best martech on the market, will excite you. You're the kind of person who will be our best advocate, and empower your colleagues to do the same.

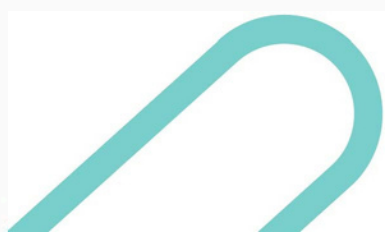
You might be looking for the next step up in your marketing career, or perhaps you're a seasoned marketing manager looking for something new. If you are a data-driven marketer with a passion for lead generation and HubSpot expertise, we want to hear from you!

Apply today and help us drive growth through innovative marketing strategies.

You'll be free to work your way – Work flexible hours at home and at the office.

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





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Marketing Manager

Key Responsibilities: As a Marketing Manager, you will be responsible for supporting various marketing activities, including:


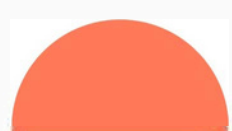
- **Develop and execute lead generation campaigns:**
 - Creating, supporting, and implementing pre-planned and new multi-channel campaigns (digital, social, email, content) to generate qualified leads, inc. online and in-person events.
 - Analyse lead generation performance and adjust plans accordingly.
 - Manage campaign budgets and ensure efficient resource allocation.
- **Internal enablement:**
 - Collaborate with the sales and success teams to align marketing efforts with key 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 all colleagues 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.
 - Support in maintaining 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) and Answer Engine Optimisation (AEO).
 - Engage with our delivery team to understand where there are opportunities to tell compelling customer stories.
- **Social media**
 - Work with our Head of Marketing 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 the Head of Marketing.
- **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.

Required Skills & Qualifications:

- 3+ years of experience in a marketing role with a focus on lead generation.
- Proficiency in HubSpot Marketing Hub, inc. automation, email marketing, and analytics.
- Strong understanding of inbound marketing and demand-generation strategies.
- Experience with paid digital marketing campaigns, inc. Google and LinkedIn Ads.
- Knowledge of SEO and AEO best practices and content marketing strategies.
- Analytical mindset with the ability to interpret data to optimise marketing efforts.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects, meeting 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.
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