

Job Title:

SENIOR MARKETING MANAGER – 12-Month Contract

Dual Reporting:

UK MANAGING DIRECTOR & SVP Global Marketing Strategy & Planning.

Role Description:

You will be required to drive growth and sales alignment for the UK market, supporting our Data | Led | Growth strategy. As a B2B growth and content marketing expert, you will be someone who can use a multichannel approach to drive interest, engagement, and new business for the UK market through a multichannel approach. It is important to have an individual who is passionate about data-informed, human-centred lead generation efforts and has excellent ideas about nurturing potential clients. As part of the UK Managing Director's team, you will be involved in developing the annual UK marketing plan and budget and providing input to the global marketing strategy. With dual reporting responsibilities to the SVP Global Marketing Strategy & Planning and the UK Managing Director, you will be integral to a newly created global marketing team and in-house agency, sharing best practices across markets.

This role offers an exciting opportunity to be part of a newly created global marketing team and contribute to the growth of our brand and business in the UK market.

Responsibilities:

Growth Marketing and Sales Alignment:

- Collaborate with UK/Global stakeholders to co-create UK brand & growth marketing strategies aligned with business objectives.
- Create a multi-channel lead generation and nurturing plan for core customer and partner segments.
- Work with the global in-house creative services agency to build impactful and on-brand content.
- Stay informed about the latest trends, best practices, data-informed approaches, and emerging technologies in B2B growth marketing.
- Manage marketing requests from stakeholders in the UK market, ensuring alignment with global/regional strategy and clear KPIs.
- Conduct campaign reviews and share feedback and best practices with relevant stakeholders globally.
- Conduct final quality checks and sign off on all campaigns before go-to-market, ensuring alignment with strategy and brand standards.

Strategic Planning:

- Build and track Active UK's annual marketing program and budget, considering growth targets and financial performance.
- Develop key messages for all audiences to communicate Active's product offering and brand positioning.
- Support and coordinate CRM/Database efforts to improve data management and targeting of existing customers and prospects.
- Manage content creation across relevant platforms to inform, engage, and aid awareness and education.

Brand and Events:

- Plan and execute PR initiatives, including articles, interviews, press releases, and events.
- Identify key industry opportunities and events to position the brand efficiently.
- Build a calendar of Active-hosted events to drive awareness, engagement, and growth with key clients, prospects, and partners.
- Maintain a regular brand presence on corporate social media platforms.

General:

- Collaborate with peers and other departments to plan strategies and coordinate efforts to achieve goals.
- Support organisational culture initiatives to ensure alignment with brand and business strategy.
- Represent Active at external events when required.
- Stay updated on new marketing tools and technologies.
- Utilise relevant graphic design programs for marketing materials.

Requirements:

- Proven expertise in B2B growth marketing and sales alignment.
- Passion for data-informed, human-centred lead generation efforts.
- Strong project management and organisational skills.
- Ability to adapt marketing strategies to different markets and regions.
- Creative thinking and ability to generate innovative ideas.
- Potential for international travel if required with advance notice and planning.

The Ideal Candidate:

- Experience in setting and implementing a marketing strategy.
- Experience in managing a B2B marketing function.
- Knowledge of / Interest in the Media industry.
- Knowledge of market-specific data privacy and compliance.
- Experience in CRM development and management.
- Basic graphic design experience and capabilities.

Competencies:



Management

- Role models time management and organisation.
- Delegates effectively and sets clear goals to support individual growth.
- Develops own coaching skills and application.
- Promotes collaboration within the team and with other departments.



Building Relationships and Collaboration

- Builds trust and demonstrates personal accountability.
- Delivers on promises and manages expectations.
- Motivates and inspires others towards goals.
- Creates meaningful connections with others.



Complex Problem Solving

- Proactive analysis of relevant issues.
- Timely relevant decision-making.
- Seeks different perspectives, information, and new ways of working.



Communication

- Clarity in both verbal and non-verbal communication.
- Proactively and positively manages conflict and resolution.
- Provides timely, specific feedback.
- Champions active listening to understand others.



Champion Change

- Role models a positive can-do attitude.
- Adjusts style to changing situations and considers others.
- Practices and demonstrates resilience.
- Encourages self-development and growth.

Our Expectations:

We **invest** and **focus** on the development of the team at Active. In return, our employees, at all levels, must hold our values in high regard and live them in their day-to-day approach and behaviours.

OUR COMPANY VALUES

**INNOVATE AND
SIMPLIFY**

**BE A THINKER
AND A DOER**

**CONNECT, CARE
AND CO-CREATE**

Our Commitment to Fair Process:

Active International is an equal opportunities employer and positively encourages applications from potential new Activians regardless of gender, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, pregnancy & maternity, physical ability or attributes, cognitive processing style, political views, and socio-economic background.

If you have any reasonable adjustment needs arising from a disability, medical condition or otherwise to participate in the recruitment process fully, please discuss this when contacted about interviewing with us.

Read our [Recruitment Manifesto](#).

This document outlines our commitment to clear, fair, and kind recruitment processes.