

ILG Marketing Campaigns Manager – Fixed Term Contract Job Description

Context:

To drive ILG's strategy of rapid growth in the UK and globally, we are recruiting maternity cover for the Marketing Campaigns Manager role, to focus on new business expansion primarily within the UK, but also supporting other markets, e.g. USA.

The Marketing Campaigns Manager will spearhead ILG's lead generation to drive sales revenues. Their primary focus will be to plan, coordinate and manage inbound and outbound marketing campaigns to our target audiences in UK and other English-speaking regions, and to generate high-quality new business fulfilment leads for ILG's sales team.

Responsibilities:

- Implement ILG's marketing strategy to win new business, in line with ILG's global vision and strategy
- Own the planning and scheduling of campaign activity
- Create integrated marketing campaigns aimed at target market segments to a) build brand awareness and b) generate qualified leads
- Using HubSpot, supervise the execution, monitoring and measurement of marketing campaigns and their success
- Liaise with ILG's in-house Content Executive and Social Media Executive to ensure relevant content is being produced to support and enhance campaigns
- Work with our digital marketing agency to ensure relevant paid campaigns are delivering ROI and synchronising with other marketing activities
- Oversee the adaptation of campaign-related content that is solution-focused for specific audiences e.g. industry sectors, job titles, regions, pain points
- Campaign activity could include:
 - Targeted, personalised emails
 - Organic social media
 - Video content
 - Industry events and conferences
 - Paid search and paid social campaigns (via digital agency)
 - Nurturing leads through the marketing funnel
- Using HubSpot, regularly monitor and report on campaign performance and results
- Manage campaign budgets
- Co-ordinate with ILG Sales team to ensure seamless co-operation between sales and marketing across new business targeting and pipeline
- Oversee research into target companies, using data tools
- Support the planning and execution of live or online marketing events, as required

Required Skills:

- At least 5 years' relevant work experience in marketing (agency or client side)
- Experience of running multichannel B2B lead generation campaigns
- Experience of using HubSpot for marketing and sales
- An understanding of Account Based Marketing
- Able to write well and demonstrate strong literacy skills
- Highly organised project manager (ability to manage multiple projects simultaneously) with excellent time management skills
- Strong attention to detail
- Good at financial management and implementing tight budgetary control
- A confident communicator and team player, able to quickly develop working relationships with a wide range of people
- Good understanding of the lead generation and sales process
- Experience of liaising with external providers e.g. creative and digital marketing agencies, copy writers

Additional Desirable Skills:

- Experience of marketing in the fulfilment and delivery sector
- Some knowledge of the beauty, wellbeing or fashion industries
- European language skills (French / German)

Location:

This hybrid role offers the flexibility of working from home and at the office in East Grinstead, West Sussex.

Benefits of working at ILG:

<https://www.international-logistics-group.com/uk-en/careers/employee-benefits/>