

Marketing Executive

London / Seattle

About MomentumABM.

MomentumABM is an account-based marketing consultancy. We help global B2B organisations transform how their sales and marketing teams grow their biggest customers. Over the last 8 years we have become the top destination for global organisations with complex offerings across technology, financial services and professional services.

You can expect to work with some of the world's most exciting brands, including Google, Amazon, Oracle, and Deloitte. Our clients work in competitive markets and look to us to help them find differentiation - with go-to-market strategies that put customer relationships first through sales and marketing partnership.

Our teams work at the intersection of insight, consultancy, and creative. We bring these disciplines together to help our clients build their businesses. If you're up for a challenge and excited to be part of a new way for sales and marketing to come together, we'll offer everything you need to build and grow your career.

Where You Come In.

This is a newly created role that will report into the Senior Marketing Manager. As our Marketing Executive, you will be joining an already established but growing marketing function and be responsible for creating well thought out marketing campaigns that will nurture potential prospects through the funnel. Examples of the type of objectives that will be associated to this role will include: quantity of leads created, quality of leads created, website and social media traffic numbers, percentage of leads that are converted from MQLs to SQLs.

You'll be an ambitious marketer who wants to have a real impact on the future growth of a business as well as take ownership of results. You'll be given autonomy in time over the areas that you should own but with the full support of the team, who are collaborative across the business day-to-day.

Key Responsibilities

- Creating world-class, actionable content for multiple marketing channels to attract prospects and secure clients
- Nurture relationships with prospects, customers and users with targeted personalised automated marketing campaigns
- Working with the team to create marketing content for different stages of the marketing funnel – awareness, consideration, decision making, customer, advocate
- Writing short-form and long-form content pieces
- Always be writing with SEO at front of mind
- Delivering and owning an automated lead-generation marketing operations on Hubspot
- Own and manage the website platform and social media channels
- Measure, analyse and report on marketing activity effectiveness
- Using analytics tools to measure, track and improve – Google Analytics
- Optimises and reports on campaign and website performance including traffic to lead, cost per lead and ROI
- Delivering email campaigns, email sequences, white papers, press releases and case studies
- Conducting research and analysing data to identify and define audiences (customers and prospects)
- Managing campaigns and reporting on statistical information
- Project managing with multiple competing priorities

Skills & Experience:

- Marketing Degree (ideal)
- Interest in B2B / Technology
- Ideally some experience in a marketing role
- CRM system experience or understanding
- Written long format and short format content
- Ideally worked with email marketing tools such as Hubspot, Pardot or Marketo
- Experience creating and curating engaging content pieces
- Experience working of creating multi-channel marketing campaigns
- Worked with Social Media platforms and Website platforms to manage and upload content
- Strong analytical, communication, and time management skills

For more information on the role or to express your interest, email Momentum Talent Partner, harriet.perkins@wearemomentum.com