

## Strategist (Mid-Weight)

London / Seattle

### About Momentum.

Momentum 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.

As our Strategist, you will be the subject matter expert on marketing technology, passion for research and keeping up with industry trends and developments, with good knowledge of big tech enterprises. You'll need to be comfortable and confident with presenting to and leading discovery calls with clients. You're an entrepreneurial and focussed individual, joining a team where you will be given a large amount of responsibility so it's important that you are comfortable working across multiple projects, both in teams and independently. You will have experience working on brand, social, content, and digital strategy, developing concepts and making ideas into exciting and effective creative campaigns. You are highly collaborative and confident, with a background working in smaller agencies where you're multiskilled, able to roll up your sleeves and get stuck in.

### Role Responsibilities

- Creation of tech stacks and propositions
- Leading discovery calls with clients and playback to clients
- Managing and administering campaigns

- Display a deep understanding of complex data and its role in the assessment and development of strategic initiatives, campaigns, contact management, assessment of performance and ultimately return on investment
- Build solutions to determine how legacy data and data systems can be transformed and utilised for new initiatives
- Work closely with business and marketing partners to develop integrated marketing data approach to support revenue maximization and market/wallet share, in alignment with the broader business strategy

### **Candidate Capabilities**

- Experienced in B2B / channel activation.
- Ability to navigate through an account plan.
- Be the subject matter expert on marketing technology, passion for research and keeping up with industry trends and developments.
- Experience in data analyses, data collection systems and strategies that optimize efficiency and quality.
- Experience in digital marketing platforms, including but not limited to marketing automation, web analytics, customer data platforms, event management.
- A strong background in marketing transformation and digital transformation programs is beneficial.
- Familiarity with current global macro-economic trends.
- Good understanding of digital marketing activities on channels like Social, website, SEO...
- Proven ability to commercialize analytical findings.
- Ability to be innovative while shaping and communicating new concepts.

For more information on the role or to express your interest, email Momentum Talent Partner, [Harriet.perkins@wearemomentum.com](mailto:Harriet.perkins@wearemomentum.com)