

# Growth & Lifecycle Marketing Manager

Ledger Bennett is looking for a creative and strategic **Growth & Lifecycle Marketing Manager** with experience in developing and executing regionalised strategies and a proven track record in pipeline growth. You will be a natural collaborator with the ability to manage multiple groups of stakeholders to successfully deliver regional plans.

As Growth & Lifecycle Manager for Benelux, you will lead all demand generation and customer lifecycle activities across the region, supporting scalable global campaigns with regional insights whilst utilising your market knowledge to shape and prioritise activities to ensure the acceleration of our efforts and continued market growth. This is an individual contributor role and is ideal for a candidate with an entrepreneurial spirit, with the ability to work autonomously whilst also creating strong partnerships with key regional and global cross functional marketing and sales stakeholders.

## **The ideal candidate should:**

**Be Strategic** - Able to develop and execute a clear and actionable Growth & Lifecycle strategy that demonstrates a strong understanding of what is needed to ensure business impact in Benelux, clearly outlining the decision making, insights, identified areas of opportunity and how these align against the overall regional business goals. Ability to clearly and flawlessly communicate plans to key regional and global stakeholders, anticipating questions ensuring you are seen as a valuable business partner.

**Be Highly influential** – Can educate and gain valuable buy-in from regional Field and Sales partners on various needs and learnings from this team's work in the region. Provide honest, constructive and insightful feedback to global partners to ensure scalable campaigns are relevant for our Benelux audience.

## **Responsibilities:**

- Develop and execute the regional strategy for Benelux, identifying market trends, target audiences, competitor landscape and other relative information to support growth plans
- Collaborate and drive local marketing programs including account based marketing, regional campaigns and digital programmes to generate pipeline activity
- Support scalable campaign activities with regional insights and audience knowledge to maximise business impact

- Develop/Identify local relationships with partners, influencers and thought leaders in Benelux to create top of funnel demand
- Partner with local Sales Development teams to support best practice, top of funnel campaign awareness & pipeline uplift
- Contribute to the production, syndication and promotion of Benelux content
- Leverage the demand engine technology for insights & targeting
- Measure, monitor and drive improvement in program approaches; employ industry best practices and look for opportunities to increase effectiveness and efficiency
- Report & present program performance metrics and insights to Benelux Sales & Marketing teams

### **Preferred requirements**

- Fluent French speaker with experience working in the Benelux market
- 3+ years of B2B, Enterprise and/or SaaS related marketing experience
- Highly motivated 'self-starter' that likes to build & execute plans
- Experience with demand generation programs and pipeline management in coordination with Sales Development
- Analytical mindset, detail-oriented, and passionate about working with regional and global cross functional sales and marketing teams
- Experience working with CRM, Marketing automation & performance measurement platforms (e.g. Artemis, Salesforce, Dynamics, Google Analytics, Adobe Analytics, Lithograph, Litmus etc.)
- Ability to successfully prioritise, balance multiple projects and manage complex workstreams while consistently delivering results
- Strong interpersonal, communication and presentation skills, including the ability to communicate data driven recommendations simply and effectively