

# Marketing Operations Manager

Ledger Bennett London, England, United Kingdom (Remote)

We are looking for a Marketing Operations Manager to work with one of our clients to lead their strategy for critical marketing infrastructure, reporting, and insights. You'll work with their B2B and B2C marketing teams to ensure they're effectively measuring the success of their programs and driving business decisions based on that measurement - implementing scalable systems and processes to achieve this. In addition, you'll develop a deep partnership with their sales operations and sales leadership team - to make sure they're clear on revenue targets and management. They're looking for someone who has implemented lead scoring and/or marketing attribution before, ideally at a growing technology company. You are an analytical pragmatist - you can narrow in on the metrics that matter and provide thoughtful and straightforward solutions to act on data in a timely manner. This is a new role for our client, and there will be the opportunity to design the function in the way you believe will best serve the goals of the company and their growth trajectory.

## **In this role, you'll be trusted to:**

- Develop the strategy for the client's marketing systems and insights - including an informed perspective on their marketing tech stack and improvements that can be made
- Lead the design and implementation of lead scoring in deep partnership with their sales operations team
- Drive a robust program for marketing attribution in partnership with their data and insights team
- Own the reporting on marketing KPIs - ensuring that they are regularly challenging themselves to improve what they measure and how
- Utilize a combination of analytical insights and informed judgment to drive continual improvement to their lead lifecycles across their B2B and B2C funnels
- Monitor the health of their existing marketing database, including monitoring engagement and unsubscribes
- Proactively manage stakeholders across their admissions and customer sales teams to ensure they're aligned on current performance and areas of opportunity.

**Hit apply if you have:**

- 3+ years of experience in a marketing operations role
- Proven track record of deriving analytical insights and improving marketing performance
- Experience evaluating and implementing marketing tools - ideally across automation, attribution, and lead scoring
- Comfortable drawing insights and proposed action plans from Google Analytics and other platform reporting tools
- Experience in either B2B or B2C funnel optimization - bonus points for both
- Strong communicator with the ability to cleanly structure data and insights
- Knowledge of marketing automation and CRM platforms e.g. Hubspot, Marketo, Salesforce, Dynamics
- Global mindset - you have worked in, or supported, a market outside of the UK

### **What you can expect from Ledger Bennett**

When you join Ledger Bennett, you gain access to some of the best perks in the business, not to mention working with some of the most authentic and innovative people. We've built out our benefits plan with them, and you in mind, so you can keep on doing what you do best, knowing that we've got you covered. You will be entitled to a highly competitive salary plus a range of benefits including:

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- A bespoke People Framework to ensure you have the right support, tools, and skills to carry out your role
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counseling, Financial advice, Legal advice

- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health nonprofits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical, and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, Access to Ledger Bennett MyWellness, which offers additional services that help you take control of your own health