

Marketing Manager (12 Month FTC)

Commerce Technology team



The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Marketing Manager

Job purpose

Greenlight Commerce (<https://www.greenlightcommerce.com/>) is a system's integration business that implements enterprise grade technology commerce platforms for clients who wish to transact at scale. We work with SAP, Salesforce and BigCommerce to deliver customer experience sites for B2C and B2B customers in sectors such as retail, wholesale and manufacturing. Our sister company, Greenlight Digital (<https://www.greenlightdigital.com/>), is a digital marketing services consultancy, who has a separate sales and marketing function, but with whom we work very closely with on campaigns.

As Marketing Manager for Greenlight Commerce, your main goal is to generate “top of the funnel” leads for the sales team. To do this, you will be responsible for managing and executing the marketing plan in the UK; from the acquisition and nurturing of leads to creating compelling thought-leadership campaigns and increasing brand awareness and reputation.

Based in London, you will report directly into the Managing Director of Greenlight Commerce. You'll also collaborate with our key partners to develop and execute joint-marketing activities. You will work closely with the business development, Greenlight Digital marketing and design teams.

Role & responsibilities

- Develop, plan and execute the Marketing strategy for the UK
- Manage a marketing budget and track ROI
- Collaborate with sales and key partners to create and run content-based lead generation campaigns, including concepts, planning, creative, execution, targeting, tracking and analysis
- Produce and maintain a range of sales materials (case studies, web pages, video) for use at different stages in the sales pipeline
- Work with PR agency to develop messaging that positions Greenlight Commerce as an expert in its field, through the creation of content that can be disseminated across earned, owned and shared media
- Plan and organise internal and external events
- Copywriting, including emails, blog posts, case studies
- Edit and proof key marketing collateral to ensure brand guidelines are adhered to and messaging is consistent across services and the agency
- Oversee the blog creation process by sourcing and editing blog copy for our website and
- Update and improve the Greenlight Commerce website
- Manage and regularly post on our social media channels (LinkedIn and Twitter)

Qualification & skills requirements

Essential skills and experience

- 5+ years experience in B2B marketing, preferably in tech
- Creative, analytical, and goal-driven mindset and interest
- Superior writing, editing and verbal communications skills - samples may be requested
- Excellent attention to detail
- High-level organisational, self-management and time management skills
- Ability to work both with a broader team, as well as independently as a self-starter
- Ability to manage multiple projects simultaneously
- Experience of managing agencies/third-parties

Ideally, you'll also have

- Experience or knowledge of Pardot (or other marketing automation tool), Salesforce, Google Analytics, WordPress, LinkedIn and Twitter
- Knowledge of the Retail and B2B industries and eCommerce

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 **HarperCollins.**

ghd
good hair day every day

Bright House


new balance

 **Electrolux**

**LAURA
ASHLEY**

THE
BRITISH
HOME
STORE

 **HURTIGRUTEN**

**BURTON
MENSWEAR
LONDON**

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

極度乾燥(しなさい)
Superdry.


**MILLENNIUM
HOTEL**



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYLUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


**Legal &
General**


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.