

B2B Events Portfolio Marketing Manager

Salary: Competitive base salary plus bonus scheme earning potential.

Location: US. Home based role, with some degree of flexi-working.

Type: Full-time, permanent.



About Corinium Global Intelligence

We're excited by the incredible pace of innovation and disruption in today's digital landscape. We provide insights to C-Suite executives focused on data, analytics, information security, AI and digital transformation through conferences, private events and research.

For the past 8 years, Corinium Global Intelligence has been producing global conferences, custom events and content for a cross-industry audience of executives with roles in: data, analytics, information security, digital transformation, learning, customer experience, and more. Our global community of over 600,000 contacts, look to Corinium to help them overcome challenges and take away actionable strategies to take their company to the next level and improve every area of their organization.

About the Role

The role requires an aspiring marketing professional to spearhead lead generation for an industry portfolio. As the Portfolio Marketing Manager, you'll own the campaign strategy, execution, and budget for lead generation and marketing qualified leads.

Reporting to and working closely with the North America & LatAm Marketing Director, you will become an integral part of our collaborative global team. You'll be central in the effort to achieve pipeline and revenue goals and will be responsible for creating and implementing innovative and effective digital marketing campaign plans on time and within budget, in order to meet business objectives.

With a laser-like focus on demand generation, the role has core KPIs including an opportunity pipeline, lead volume, MQLs, and SQLs. Responsibilities include:

- Leading demand generation campaigns, including setting strategy, developing forecasts, evaluating appropriate budget levels, and continually analysing and tracking campaign and channel success
- The creation and execution of campaigns for both acquiring and nurturing leads, driving awareness, consideration and purchase intent across all channels, including email, referral marketing, PPC and partners
- Working closely with our content and editorial team on the creation of assets and collateral to develop relevant content for demand generation campaigns, including white papers, reports, videos, podcasts, blogs, graphics and streamed content
- Working closely with sales, analysing data and prospecting feedback (campaign results, conversion rates, traffic, channels etc.) to improve lead quality and volumes

You'll play a key role in:

- Managing relationships with external agencies to support demand generation needs. This may include video, SEO, PPC and PR
- Building and optimising marketing funnels, including lead scoring, lead management and nurture campaigns
- Testing and optimising marketing tactics

Requirements

We're looking for a marketer who's confident, passionate and energetic and who enjoys working as part of a team. You will need to have strong communication skills, both verbal and written, and have experience in creating and delivering targeted, innovative strategies including digital campaigns that show a clear return on investment.

- 3-5 years' experience in B2B demand generation, or campaigns marketing with a demonstrated lead, pipeline and revenue growth

- You have industry knowledge of demand generation methods, including creating a funnel, nurture strategies, digital, online, and live/virtual events
- You have a track record of acquiring customers and expanding brand presence through innovative strategies and execution
- You are analytically-driven, with the ability to capture and share key data and insights and use data to drive key marketing strategies and decisions
- Ability to work independently to deadlines and within budget
- Foreign languages and knowledge of international markets an advantage
- And last, but by no means least...as a 100% remote working company, you will need to be an exceptional communicator and ambassador of our incredible company culture. We love our culture and are very proud of it!

Benefits

The role offers a competitive salary, bonus and benefits such as a contributory pension scheme and the chance to travel across the world to our events. This is a great opportunity for a successful candidate to join a dynamic company in a rapidly evolving space. This role provides significant and realistic opportunities to progress.