

Marketing Operations Manager

Why Join Us?

Certero are a successful technology business, operating within markets at the forefront of transformational change. We embody a culture of innovation, both in what we do and how we do it.

Certero is well established and succeeds within our markets at a truly global level, and we believe our people are critical to this success. We value experience and expertise as well as the elasticity, conviction and creativity that enables new concepts and ideas to thrive, become collectively real and drive us ever-forward.

Certero's growth provides a great opportunity to develop your career and diversify roles to suit your strengths, interests and ambitions.

The Role

We are pleased to announce an outstanding opportunity for a Marketing Operations Manager to join our established and global software vendor technology company. This position is UK based and onsite at our Warrington, UK head office.

We are looking for a highly organized, data driven individual to help drive our marketing initiatives. This hands-on role requires an analytical approach to marketing data, methodical approach to planning and the ability to manage multiple parallel projects. They will also feel comfortable stepping in and leading the team when the director is on leave.

This role is ideal for an experienced marketer with experience in many areas and who would like to progress in to a senior marketing role.

Responsibilities

- Team Leadership: Stepping in for the director to provide leadership and training where required, take initiative with projects, help to plan and develop strategies.
- Manage email campaigns: Working with Dynamics 365 CRM to create and manage email workflows, create nurture campaigns and review performance.
- Support lead generation campaigns: Providing suggestions and lead generation, providing copy, creating plans, measuring effectiveness.
- Support content creation: Proofreading, writing internal communications and creating training material.
- Events management: Planning and project management of events, negotiating costs, contacting suppliers, scheduling preparation sessions, arranging outreach and creating event planners.
- Channel analysis and optimization: Measure and report on channel and campaign performance, A/B testing and analysis, gathering insights from campaign activity and suggest optimization activities.
- Management of the marketing plan and timetable: Outlining activities, scheduling time, following up on progress and highlighting areas of concern.
- Project management: Prioritize projects by value, ensure projects and tasks are delivered on-time and ensure the department remains on-budget.
- Data Management within Dynamics 365 CRM: Creating email marketing lists, building sales call lists, data hygiene and data analysis.
- Reporting: Creating marketing reports and dashboards, track marketing activity against goals and identify trends.
- WordPress website management: Upload articles, update plugins inline with our change management process and monitor website traffic and trends.

Experience Requirements:

- Minimum 3 years marketing experience
- Experience using a CRM system and managing data, preferably Microsoft Dynamics
- Strong project management skills - ensure deadlines for multiple projects are met
- Results-driven mindset – track campaign activity results and ROI
- Experience B2B marketing
- MS Office skills – Word, Excel, etc.
- High-level of communication skills, including written and verbal

The benefits of working for Certero

We're committed to creating a workplace where everyone is respected, our differences valued and people can be themselves without exception.

As part of our mutual investment in our employees, we also enjoy some great benefits as standard:

- Competitive annual leave with an optional additional holiday-buy scheme.
- Bupa private medical care, with options to include family.
- Babylon which provides access to a remote GP 24/7.
- Total-earnings Pension Scheme.
- Company Perk and Discount Portal.
- Free on-site facilities, parking, electric vehicle charging and refreshments.
- Branded company polo shirts.
- Regular social events.

How to apply

To apply for this role please send your CV to Samantha.peters@certero.com