

Job Title: Marketing Automation Specialist (B2B)
Location: Wallingford, UK
Business Area: Marketing
Salary: Competitive



About GTI

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing.

We believe in understanding students and partnering with employers, universities, schools and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that – it's about helping young people discover options, develop and build confidence.

The role aim

To manage GTI's marketing automation platform and fully leverage its capabilities to drive the success of the Commercial Team. This role will work closely with project managers to implement all B2B initiatives through the marketing automation and CRM platforms.

The role outcomes

GTI's marketing automation efforts and processes are improved and streamlined

- Marketing Automation platforms are fully integrated with CRM
- Automation is used to support essential marketing operations initiatives in our CRM such as managing the lead lifecycle, lead scoring, lead nurturing, segmentation, and data cleansing
- Digital marketing efforts (SEO/SEM, PPC, Social Channels) are supported and optimised through automation and CRM
- A range of inspiring digital templates are created and available for use (emails, landing pages, forms) in our platforms

The delivery of a constant flow of high-quality enquiries and leads to the Commercial teams

- Our CRM and marketing systems capture and transfer leads and track follow up
- Email marketing campaigns are created, tested, optimised, sent and tracked through our CRM and marketing platforms to enable proper evaluation and continual improvement
- Campaign performance metrics are evaluated and distributed to the relevant teams.
- A/B testing is used to define and execute enhancements to productivity, conversion rates, ROI, and sales growth

Person Specification

- To excel in this position, you will be a dynamic individual with excellent communication and interpersonal skills. You be passionate about GTI's business and values; and can meaningfully contribute to the Commercial and Marketing teams' objectives. You will be capable of working on multiple projects at any one time and will be bursting with enthusiasm to try new ideas.

Work Experience, Knowledge & Skills

- Proven marketing automation and CRM experience.
- Eagerness to proactively research and implement the latest best practices, strategies, and industry standards in marketing automation.
- Highly organised and self-motivated with a sense of urgency.
- Strong independent project management skills.
- Capable of handling multiple tasks with competing priorities under minimal supervision.
- Able to think critically and exercise independent judgment and discretion.
- Interest or experience in the Career Tech, graduate and or school leaver skills and employment market would be an advantage
- The ability to get stuck in, work as an important member of a committed team and contribute to meeting the wider strategic objectives of GTI
- Experience with Google Analytics
- Knowledge of Zoho and Unbounce would be desirable but not essential

Other Information

- Permanent role – 37.5 hours per week between Monday to Friday 9.00 – 5.30pm
- 3-month probationary period
- Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

Please send your CV and covering letter to Gemma Woods, gemma.woods@groupgti.com