

## Digital Marketing Manager

Cambridge, UK

Salary: Dependent upon skills and experience

**1Spatial, who are we?** 1Spatial is a technology enabled solutions provider to the Geospatial industry - creating innovative solutions to meet customers' evolving needs. Our headquarters are in the city of Cambridge (UK) and we have offices in the US, France, Australia, Ireland and Belgium. 1Spatial has been a leader in the location-based market for over 40 years and this success is down to talented and great people. We are in an exciting period of growth for the business.

**Who we are looking for?** We have an exciting opportunity for a Digital Marketing Manager to join our Marketing team. Reporting to our Head of Marketing, you will have a solid experience of marketing automation and running marketing and lead generation campaigns. We are looking for someone experienced in all areas of digital marketing.

**What will you do?** You will be working in our marketing team to create and deliver global marketing and lead generation campaigns. You will have responsibility for our marketing automation system, including the creation of regular reports and dashboards to demonstrate ROI against all activities.

You will be responsible for:

- Ongoing implementation, management and administration of our automation system, Marketo
- Specify, plan, track, measure and manage global marketing activities to achieve campaign objectives within timeframe and budget
- Manage global lead generation programs
- Maintain processes and procedures to ensure data is compliant with all data protection laws and new GDPR requirements
- Responsible for all customer and prospect nurture based campaigns
- Responsible for assigned sales verticals and all associated marketing plans and budget
- Work with global sales team to implement and train on lead management process
- Support the creation of promotional materials and campaigns – to include advertising, articles, blogs, case studies, newsletters/eblasts etc.
- Create, manage and execute content creation and campaigns across social media channels
- Management of external marketing agencies and vendors where appropriate
- Management of sponsorship and advertising where appropriate
- Create and manage regular reports and dashboards showing campaign results and ROI, including stats to feed into the overall Marketing Dashboard
- Collect and use data to inform new campaigns and the evaluation of existing campaigns
- Source new data or media opportunities to widen reach of campaigns i.e. data purchasing and telemarketing
- Attend sales meetings and present updates as required
- Manage regular meetings to ensure lead management process is working and scoring is amended as the process becomes established – collate and manage sales feedback around the process
- Run data clean campaigns on the data to ensure Salesforce and Marketo data remains up to date and ready to use.

**Required Skills:**

- Proven marketing automation experience is essential
- Knowledge of Marketo is desirable, but not essential as full training will be provided
- Knowledge of GDPR is desirable, but not essential
- Solid understanding of data protection laws
- Knowledge of Salesforce is desirable
- Experience working with the full marketing mix
- Experience of creating dashboards, reports and measuring ROI is essential
- Excellent communication skills, both verbal and written
- You will be proactive, flexible and work well in a team and on your own initiative.

**What can we offer?**

- Competitive salary
- 37.5 hours per week, with flexible work time
- 25 days annual leave, plus recognition for long service
- Generous personal pension scheme
- Private Health Insurance and Health Cash Plan
- Cycle to Work Scheme
- Childcare Voucher Scheme
- Social programme including monthly social gatherings, summer/Christmas parties
- Free car parking
- Refreshments including soft drinks and fruit.

If you would like further information about 1Spatial or the position, please contact our HR department.

**Interested?**

Whilst we look forward to receiving your covering letter (along with salary expectations) and CV via [recruitment@1spatial.com](mailto:recruitment@1spatial.com), we would ask that you read our [privacy notice](#) specifically for applicants so you can be confident of how we will store, manage and process the data you provide to us.

We do require that all candidates are able to demonstrate their eligibility to work in the UK.