



Job Description

Digital Marketing Manager

About Clientshare

Clientshare is an exciting tech start-up that has created a completely unique SaaS product. Our platform Pulse increases retention by enabling B2B enterprises to uncover accounts at risk of churn and identify new growth opportunities. We digitise the quarterly business reviews process, measure CSAT and NPS easily across all accounts and provide Risk Analysis Dashboards to help senior leaders make decisions based on data-driven insights. Clientshare is already used by 1 in 3 FTSE 100 companies, including Compass Group and Mitie, and our Pulse product is currently growing at a rate of 300%.

Why Clientshare

We are looking for an exceptional Digital Marketing Manager with experience in fast paced work environments and working across multiple digital channels to join our growing marketing team. A successful candidate will report directly to the Head of Marketing and lead on all organic and paid digital distribution, channel management and campaign execution.

About the Role

The role will be best suited for a candidate with a background in B2B digital marketing, able to evidence previous experience of planning, developing, and executing multichannel campaigns targeting enterprise organisations. This is a great opportunity for a self-starter that wants to develop their skills to join a scaling start-up at a very exciting time of growth and be part of building up the digital marketing activities from scratch.

Responsibilities

- Work with the Head of Marketing to define and own the digital marketing roadmap
- Support ABM sector-specific campaigns with digital input to improve the buyer journey
- Manage and continually optimise all digital marketing channels
- Measure ROI and KPIs, provide attribution reporting
- Particular focus will be on organic traffic growth and website conversion optimisation, including developing and executing on-page, off-page, technical, and content-based natural search
- Architect specific campaigns designed to work across the buyer journey
- Support outbound demand generation team
- Build "always-on" paid campaigns including ad targeting, forecasting, iterative improvement plans, remarketing approaches
- Test alternative digital channels and new customer journeys

Qualifications

- 3-5 years' experience in digital marketing of B2B technology, preferably in a fast-paced SaaS startup or scaleup environment
- Previous success in using and being self-sufficient in setting up and managing LinkedIn Business, Google Ads and HubSpot is essential
- Proven track record of deploying successful, B2B digital lead-gen campaigns
- Expert at leveraging social and digital channels for both organic and paid strategies to expand awareness, traffic and reach
- Multichannel expertise across organic search marketing, SEO, paid social and display
- Proven experience working with the HubSpot marketing tools to track campaign results, lead generation paths and optimisation of pages and content
- Hands-on experience using the latest solutions and tools from LinkedIn, Google, Facebook, and YouTube to expand content reach and improve visibility and SEO performance
- Analytical mindset with a focus on measuring and optimising digital marketing effectiveness

Salary and Benefits

- Competitive salary package
- Join a growing and results driven team that love to work hard and celebrate success
- Premium coworking offices in central London
- Hybrid working offered
- Opportunity to join the employee share scheme
- Private health care scheme
- Pension
- 24 days paid holiday per year plus bank holidays

How to apply

Please send your CV to
maria.rangin@clientshare.com

Tell us a bit about yourself, what interests you, what you enjoy and why you're looking for a role like this.