



Growth Marketing Manager

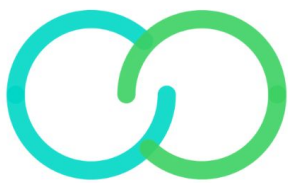
Remote first, flexible working.
£30,000 - £40,000



POWERING PEOPLE TO POWER PROGRESS

1Team is both who and what we are.

It's our diverse and inclusive team and the culture we create together. It's a collaborative community committed to using the power of learning to help our customers reach their goals, inspiring each other to achieve extraordinary things together. Diverse though we are, 1Teamers share three key characteristics: we are driven to achieve excellence, we are committed to learning and sharing knowledge, and we stay open and curious, caring about each other, our customers, their learners and our communities.



TO CONNECT



TO CREATE



TO WOW

We are a remote-first business with a fantastic collaborative Hub in Belfast's Titanic Quarter, which we use for our quarterly All Hands meetups and to work collaboratively together when desired. If our expertise, outstanding flexibility and 1Team Culture sound attractive to you, and you have the skills and experience to apply for this role, we would love for you to apply.

JOB OVERVIEW



Growth Marketing Manager

Overview

Synergy Learning is looking for a Growth Marketing Manager to plan, execute, and measure marketing campaigns that are designed to drive web traffic which converts into qualified leads and closed-won sales.

This role is the engine of the marketing circle where collaboration is key. This role will work very closely with the sales circle to execute multi-channel, inbound and outbound campaigns that leverage our CRM and other software to drive customer acquisition. This person will also be a voice for marketing ensuring messaging and work is consistent and representative of our brand. A lifecycle marketing mindset is key, with a clear understanding of the full customer journey, ensuring marketing can optimise and automate customer touchpoints.

The individual will refine their process to maximise conversions, analyse results and test different solutions on the most effective strategies across paid campaigns, tracking the success of all full-funnel growth efforts.

Job Purpose

The key purpose of this role is to increase website and content traffic, generate qualified leads, and nurture leads through the customer journey. Working closely with our sales circle, you will ensure alignment on vision and execution of campaigns, advising on the best strategies to generate new business.

Responsibilities

Strategy & Collaboration:

- **Growth Marketing Strategy:** Set channel strategy and plan campaigns and their respective budgets to meet demand generation and revenue goals.
- **Channel Ownership:** Own channels to develop and execute campaigns, including Social Media Marketing, Email Marketing, ABM, SEM, CRM Marketing, Ops and Analytics.
- **Cross-functional leader:** Collaborate on growth strategy across the company, share funnel metrics regularly, be the key liaison between sales and marketing, and partner with our product and partnerships circles for growth and upselling opportunities.
- **Grow and Develop:** Actively participate in performance enablement through learning and development and achievement of performance goals, ensuring you flourish and meet your personal career aspirations.

JOB OVERVIEW



Growth Marketing Manager

Responsibilities

Growth Marketing Planning & Execution:

- **Marketing Analytics:** Define KPIs and create full-funnel dashboards to help us measure, optimise, and scale our marketing efforts. Report on performance to the Marketing & Communications Manager and SMT.
- **Marketing to Sales Handoff:** Define and enhance the handoff from demand generation to the sales circle and work closely with sales to drive qualified leads that convert to opportunities, ensuring marketing positively impacts each stage.
- **ABM:** Build a long-term ABM strategy in partnership with the full Marketing Circle, then segment and optimise CRM lists and lists from partner organisations, creating campaigns to reach our core audiences.
- **Demand Generation and Sales Development:** Know what's required to turn demand into quality leads, through management and development of SDRs and their workloads with a proficient understanding of automation and nurturing.
- **Paid Campaigns:** Build out our paid strategy and execute SEM and social ads in conjunction with contractors, ensuring spend stays within budget and reaches the required ROI.
- **Website:** Set up and maintain the website, develop core pages and landing pages in partnership with the Content Marketing Manager following SEO best practices, and run a/b tests to improve our website's conversion rate.
- **Marketing Ops:** Develop the marketing tech stack, add tools and make improvements as needed including lead scoring, lead attribution and monitoring. Current stack includes: Hubspot, Agency Analytics, Google Analytics, Google Ads, Google Search Console, SEMRush, Hotjar, Wordpress, StackAdapt.
- **SEO & Content Distribution:** Collaborate with the Content Marketing Manager to ensure all content and assets in its multiple forms drives engagement, assisting in the distribution of content across each of Synergy Learning's relevant channels.

JOB OVERVIEW



Growth Marketing Manager

Essential Criteria - You must have

- Residency, along with the right to work in the UK or Republic of Ireland.
- 3 years of growth marketing experience, working in a B2B tech company (preferably with a top-down, sales-led approach) with a specific focus on demand generation and lifecycle marketing.
- Demonstrable experience working in a remote-working environment with a distributed team.
- Knowledge in all areas of growth marketing: with depth in some of these areas: paid acquisition, lifecycle marketing, website management & conversion rate optimisation, marketing ops and analytics.
- Experience in managing multiple priorities and projects: You should be adept at managing a range of tasks to execute true multi-channel campaigns and be happy to collaborate and work across the entire organisation to help develop ideas and projects.
- Channel management experience: You are experienced at executing campaigns across multiple channels, including paid, and you can analyse the campaigns you've run and what you've learned.
- Proficiency in the full stack of marketing tools including a website CMS like Wordpress and a CRM like Hubspot: You know what tools to use and how to use them—or you can figure it out quickly.
- Proficiency in attribution modelling and lead scoring: Know how to deliver and measure impact, through lead scoring and lead attribution on a CRM system and be able to regularly report on this with suggested improvements.

JOB OVERVIEW



Growth Marketing Manager

Valuable Experience - We would love you to have

- A degree in a related discipline
- A professional qualification(s) from recognised bodies (like CIM, IDM, DMA etc)
- Experience working in an organisation that is in the learning technology, SaaS or software development industry
- A passion for our mission to build exceptional partnerships and create engaging learning solutions.
- Experience using Asana, Hubspot, Slack, and/or Google Workspace.
- Experience using WordPress CMS.
- Experience using LinkedIn Marketing Solutions, Meta Business Suite and StackAdapt.

WE ARE LOOKING FOR SOMEBODY WHO...



We are looking for somebody who is able to show:

- A communicative mindset: You're an excellent communicator who blends numbers and data with creativity in everything you do. You can make the numbers make sense, and make it look good too.
- A strategic and determined approach: Our growth engine is always being optimised. You should be excited about the opportunity to get in and get working on improving the component parts. You'll be hands on building and executing in tools, but you'll also need to set goals and budgets, prioritise initiatives, and report on key metrics to the entire company.
- A high bar for all of your work: You want to deliver work that is high quality and understand the importance of accurate and timely information, whilst not compromising on the quality of your outputs or alignment with the brand.
- A passion for testing to scale: You understand the importance of testing campaigns, landing pages, content and assets through a/b testing or new targeting, and most importantly, scaling what works.
- A proactive attitude: You proactively seek opportunities and deliver strategic thinking beyond your campaigns, pinpointing areas for marketing to make a real difference in the customer experience.

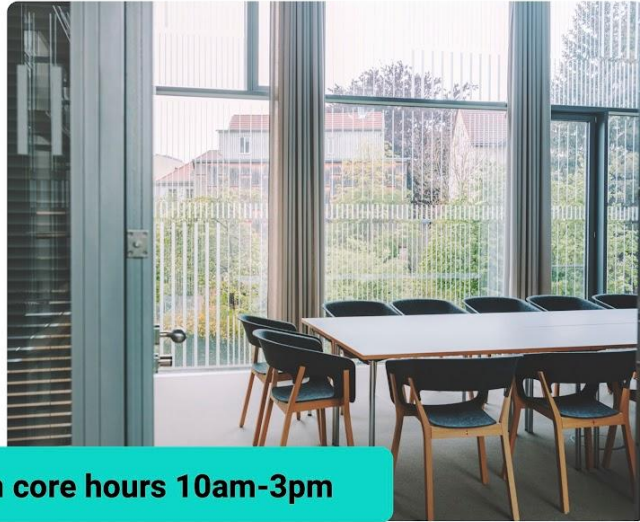
BENEFITS & PERKS



1 Team work hard to achieve incredible results for our customers, so we want to be sure everyone is rewarded for their efforts on top of a competitive salary.



Flexible remote-first working model with **core hours 10am-3pm**



Access to our state-of-the-art **Belfast Hub**



- **Bonus Scheme**
- **Pension Plan**
- **Life Cover**
- **Enhanced Maternity & Paternity leave**



A **welcome gift box** with the latest **cutting edge tech** and accessories

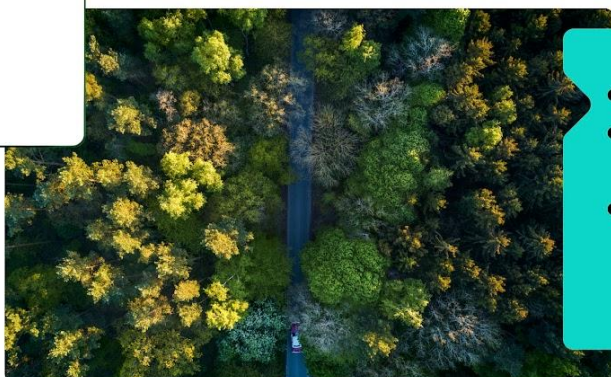


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All Hands company wide meet-ups in Belfast per year for **connection, collaboration and social activities**



- **35 paid days annual leave** including 7 bank holidays
- **Birthday day-off**
- **Birthday gift voucher**
- **Holiday purchase scheme**
- **60 days work-from-anywhere**
- **52 protected learning hours**
- **Funded training and qualifications**
- **Wellbeing check-ins**



- **CSR initiatives**
- **15 volunteering hours**
- **Passionate about equity & opportunity**

AND MORE...

Explore the full range of benefits and perks [here](#).

HOW TO APPLY



If you are suitably qualified and experienced and you think you would like to join us, then we'd love to hear from you! Here's how you can apply:

- Follow the link 'Apply Now' to begin your application
- Upload and attach a copy of your up-to-date CV
- Attach a cover letter explaining why you're the best person for this role, outline your career objectives and how Synergy Learning can help you fulfil them.
- Answer the supplementary questions as best you can and submit your application: easy!
- We will respond to every applicant and our People Circle will contact you to arrange an interview if your skills and experience are a strong match for the role.

We are an **equal opportunities employer** and welcome interest from all suitably qualified individuals. We always recruit on merit alone, but as we are currently underrepresented by **females** in our workforce, we would particularly like to encourage women to apply.

If you are disabled, and/or require any **reasonable adjustments to assist you** in applying for this role, or in due course, attending an interview, **please let us know** and we will do all we can to facilitate the request(s).

Data Protection

By applying for this position, you agree that we can process your data. We process this data for recruitment purposes only. We are storing this data in our Applicant Tracking System, which stores data in the U.S and is fully compliant with the EU data protection laws, and we will not share it with anyone else. We would like to keep this data until our open role is filled. We cannot estimate the exact time period, but we will consider this period over when a candidate accepts our job offer for the position for which we are considering you. When that period is over, we will either delete your data or inform you that we will keep it in our database for future roles. Here's a link to our privacy policy. (<https://bit.ly/2KzSF6W>). In this policy, you will find information about our compliance with GDPR (data protection law). You can find how to send us a request to let you access your data that we have collected, request us to delete your data, correct any inaccuracies or restrict our processing of your data. You can contact our DPO at dpo@synergy-learning.com for more information.