

## Growth Marketing Manger, London

### Overview

We are looking for an exceptional individual to create, plan and executive account-based marketing and sales programs that generate engagement to the Imagen website and ultimately pipeline.

### About the Role

As Imagen's Growth Marketing Manager you will take responsibility for growing and managing our presence predominantly in Europe and the US. You'll identify scaling opportunities, ideate and launch local marketing and sales initiatives as well as execute integrated, multi-channel marketing campaigns. You will need to operate with a high degree of autonomy while collaborating globally and combine getting things done with striving for quality and constant growth. You will be a key member of the marketing team developing and driving the local strategy and execution of both awareness and growth marketing initiatives. In this role you will:

- Intimately understand pain points of our prospects, their needs, hopes and aspirations and how we can be their partner of choice
- Identify growth opportunities and run account-based programs in collaboration with the rest of the marketing team and the SDR teams.
- Work cross-functionally across the business, and within the global marketing team, to grow global revenue through multiple marketing channels, including content, campaigns, social media, PR, SEO, referrals, lifecycle and performance channels
- Leverage data to inform your strategic decision making and establish strong metrics for measuring results across all marketing channels
- Collaborate with external agencies and vendors to complement and build upon our internal resources.

### About you

With an analytical and inquisitive mind and a passion for leveraging data to understand performance and identify opportunities for growth, you will be confident at managing multiple projects and be able to prioritise your workload accordingly. Ideal candidates will have:

- 5+ years' experience of B2B marketing experience in tech / SaaS businesses
- Strong track record of demand generation and pipeline generation through account-based strategies
- Previous exposure working with intent data and sales automation tools
- Excellent written communications with the ability to produce compelling content and develop persona-based content strategies.
- A commercial mindset, highly quantitative, with lots of analytical experience.
- Experience in working with and managing SDRs teams
- Fully engaged in marketing and industry trends.
- Strong attention to detail, quality and accuracy are required.

## About Imagen

Located in London, Cambridge and New York, Imagen is a world-leading SaaS video management platform provider that enables global Sports, Media and Enterprise organisations to access, distribute and manage their complex content intuitively. We are backed by leading VCs Cambridge Innovation Capital, Downing and Guinness.

If you are interested, please forward your CV to [dominik.elmiger@imagen.io](mailto:dominik.elmiger@imagen.io)