



Role: Marketing Campaign Manager

Reporting to: Marketing Director

Place of work: Virtual / Central London Office Space

Role Summary:

Our Campaign Manager is a critical hire that supports the continued growth and success of the business. The role focusses lead generation activities and brand building awareness for both our UK and US operations.

About Cynozure:

Cynozure is a rapidly growing data and analytics strategy consultancy on a mission to positively change the way people do business. Our focus is on positive use of data, and delivering incredible business value through it.

We work in partnership with forward-thinking organisations to advise on, and deliver, data and analytics strategy. This is done through advisory services, coaching, solution and organisational design, implementing technology or business change programmes.

Our goal is to equip business leaders and their organisations with the ability to understand, activate and leverage their data.

The Cynozure Group also encompasses:

The CDO Hub, a unique community with a growing network of data leaders looking to collaborate, share and learn.

The Hub & Spoken podcast: the original data podcast, with leading experts in data & analytics.

Cynozure is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, colour, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined in law.

This policy applies to all employment practices within our organisation, including hiring, recruiting, promotion, termination, redundancy, recall, leave of absence, compensation, benefits, training, and apprenticeship. Cynozure makes hiring decisions based solely on qualifications, merit, and business needs at the time.



Responsibilities:

- Research, recommend and run Cynozure's presence at third party events, tradeshows and conferences, including negotiating contracts
- Work with business stakeholders, including marketing, sales and consulting teams, to devise integrated marketing campaigns with the aim of acquiring and nurturing target prospects/leads.
- End-to-end campaign management taking things from idea, to inception, to success to measurement and reporting
- Run third party paid programmes and content syndication
- Targeted email campaigns
- Write, edit and/or proof-read copy for promotional materials in campaigns and BAU activity
- Social media posts in support of campaigns and events
- Website updates and optimisation – e.g. adding new webinars and events, multimedia blog posts
- Compile relevant information and stats for monthly reporting on campaign performance and marketing outcomes.
- Maintain clean data base (update records as appropriate)
- Monitor inbound enquiries; set tasks in CRM to help the Sales team manage required follow ups and activities

Experience:

- 4-7 years experience in a marketing function
- Experience working collaboratively with a new business sales team
- Hands on with CRM platforms and email marketing tools
- Comfortable negotiating with vendors, contractors, and agencies
- Experience in data and/or technology preferred

What attributes are we keen to see in our team?

- Organised and methodical
- Ability to put repeatable processes in place to improve productivity
- Collaborative, team-player
- A charismatic born networker and relationship builder
- Self-motivated, self-starter
- Keen to learn about business, technology and data/analytics
- Data driven mindset to activities and performance
- Ambitious and driven with a focus on growth and scalability
- Proactive
- Customer centric
- Alignment with our values: be brave, be focussed, be authentic, be data, be a crew



Systems we use (experience is useful, but not essential for them all)

- HubSpot
- Microsoft Office 365 – Outlook, Teams, Forms, Word, Excel, PPT
- Zoom
- WordPress
- Asana
- Canva

Benefits:

- Competitive salary
- Uncapped holiday allowance
- Company pension scheme
- Share of profit bonus scheme
- EMI Share Options scheme
- Happiness platform with access to offers, vouchers and discounts at 100s of companies (powered by Perkbox)
- Mental health and wellbeing support platform (powered by Perkbox)
- Online GP and prescription service (powered by Doctor Care Anywhere)