



Marketing Manager

About Us

Automation Consultants is a leading Agile and DevOps consultancy, dedicated to improving business performance through digital transformation and software automation. We are specialists in Atlassian and AWS, delivering industry recognised automation solutions, software development and technical support. Our customers range from start-ups to global organisations.

The Role

We are looking for a highly capable business to business marketing manager to join our growing software development consultancy. The right individual will have a strong commercial, lead generating marketing background.

This role will report directly to the company director and must have significant experience managing and delivery multi-channel campaigns and be confident leading and developing a team.

Responsibilities and Duties:

- Driving and developing the marketing strategy and multi-channel campaigns, aligned with business strategies that drive customer acquisition and retention.
- Content marketing - everything from unique, engaging webinars and content partnerships with other SaaS companies, to opinion pieces and industry data insights.
- Leading, managing and growing a small team of marketing specialists.
- Building and managing strategic relationships and partner with external agencies and media contacts.
- Creating and managing engaging content to support lead generation, including blog posts, whitepapers, reports, webinars etc.
- Managing the marketing budget, ensuring maximum return on expenditure.
- Performance reporting - working with the Sales team to create a transparent and detailed reporting structure to gauge success for this department and the rest of the team.

We know that here at Automation Consultants, our team members are the best in the industry. So, we do everything we can to take care of them. We offer ongoing training and professional development, tailored to the individual's ambitions, as well as creating a team that learn from one another. We offer challenging projects within a supportive team and believe that your skills should always be growing



Salary and Benefits: £40,000 - £55,000 Per Annum

- 33 days holiday (*including bank holidays*)
- Pension Scheme
- Flexible working hours and environment
- Private Healthcare
- Dental insurance
- Dedicated ongoing training plan and budget
- Onsite gym, showers, yoga lessons and more.
- A subscription to Perkbox (dozens of offers, discounts, free gadget insurance, 2 for 1 cinema tickets, etc.)
- Regular company-wide events, team social events, including Hackathons and competitions

Qualifications and Skills:

Essential

Minimum of 2 years of experience as a B2B Marketing Manager

Experience working in a hands-on role delivering marketing campaigns including digital and social media activity.

Experience of managing multiple stakeholders both internal and external partners and providers.

Experience of managing a budget.

Experience in content marketing

Nice to have

Experience of marketing in the tech industry.

A track record of growing and developing teams.