

## CUSTOMER MARKETING MANAGER

CusJD Number	<b>JD-127</b>
Reports To	VP Marketing
Direct Reports	N/A

### **Purpose**

To support and accelerate company growth this role will focus on supporting and enabling our sales teams, analyzing market intelligence, undertaking stakeholder mapping, marketing automation, executing and analysing campaigns and helping to generate high-quality leads whilst building positive awareness of the Blackford brand. Reporting to the VP Marketing in the UK, this role will be varied and challenging and require a broad spectrum of marketing and relationship building skills and experience.

Whilst our primary market is the US, we are also actively marketing in Europe and APAC, so it's important that you have a good understanding of global marketing requirements, nuance and trends.

We have established HubSpot to effectively link the different business functions and to underpin marketing and sales activity. We have a clear idea of the healthcare institutions and audiences Blackford's proposition benefits and a large existing database of prospects and customers.

### **Responsibilities**

- Proactive cross-functional liaison and collaboration across Blackford Sales, Product, Customer Success and Partnership colleagues to understand sales schedules and ensure joined up support
- Reactive enablement of sales team needs as required i.e. customer presentations, tenders, literature, thought leadership content etc.
- Collaboration with wider marketing team to help execute and measure targeted marketing campaigns, webinars, events and other relevant activities to promote the benefits of Blackford to direct and channel partner customers
- Proactive identification of market trends and key stakeholder mapping to help underpin targeted account-based marketing activity
- Day to day management of marketing systems, particularly Hubspot CRM and marketing automation tools
- Support of Sales needs and potential attendance at key industry events
- Comply with information security requirements as detailed in the Information Security Manual.

Competencies	
Specialist job related knowledge and/or qualifications	<p>Essential</p> <ul style="list-style-type: none"> <li>• Multiple years' experience in upstream and downstream marketing</li> <li>• Experience of Account-based and Acquisition Marketing in a high-growth B2B SaaS environment</li> <li>• Expertise in collecting and analysing metrics and market insights to inform messaging, campaign activity and reporting upon successes</li> <li>• Experience of working cross functionally with Product, Customer Success and Sales teams</li> <li>• Experience and enthusiasm in content opportunity identification, ideation and generation</li> <li>• Experience of delivering Voice of the Customer methodologies</li> <li>• Comfortable working collaboratively and cross functionally with internal and external partner teams in the US, UK &amp; Europe</li> <li>• Strong executional focus and project management skills with exceptional attention to detail</li> <li>• Willingness and ability to travel internationally to support industry events</li> </ul> <p>Desirable</p> <ul style="list-style-type: none"> <li>• Experience working in the MedTech or healthcare industry a bonus but not essential</li> <li>• HubSpot experience and expertise a major plus</li> </ul>
Job related skills / behaviour	<ul style="list-style-type: none"> <li>• Collaborative</li> <li>• Confident</li> <li>• Proactive</li> <li>• Self-motivated</li> <li>• Analytical</li> <li>• Creative</li> </ul>

	<ul style="list-style-type: none"><li>• Adaptable</li><li>• Commercially savvy</li></ul>
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