

Job Specification – Account Based Marketing Manager (Enterprise)

About Arrow

Arrow connects people. Our technology solutions provide Human Connectivity. Be that via collaboration tools, data connectivity, cloud technology or providing the cyber security to do all of that securely and with peace of mind.

As one of the UK's leading independent IT and communication experts our mission is to deliver a seamless technology experience to all end users. To make that vision a reality, we need bright, tenacious and inspiring talent to tell stories, paint impactful images and create engaging content.

A successful company needs to have vision, strong communication, a culture based on fun, trust and collaboration. We have created a modern workplace environment, which is full of engaged, energetic, positive and curious people whose productivity, resilience and wellbeing allow them to thrive.

About You

We are looking for a dedicated Account Based Marketing (ABM) Manager to join our Performance Marketing team. This role is responsible for the strategy and execution of effective account-specific marketing campaigns within our Enterprise account base.

Working closely with Sales leadership and Account Managers, your primary objective is to establish and expand our ABM program to strategically scale and accelerate growth in top enterprise accounts. You will share joint success KPI with our Enterprise Sales Team.

This is an incredibly impactful role in a successful, mission-driven B2B company. You will have growth opportunities and be able to collaborate closely with other creative and engaged team members.

About the Role

We expect you to quickly establish yourself as an invaluable part of both Sales and Marketing teams, driving performance and lead generation by:

- Managing all of our account -based marketing functions for our Enterprise division; partnering with sales and marketing leaders and to drive target account selection and leading all ABM activities for driving demand from selected accounts
- Establishing and managing 1 to 1, 1 to few, and 1 to many ABM campaigns
- Perform as an integrated campaign manager for end-to-end execution of data-driven campaigns, including defining the target audiences, developing campaign strategy, building digital campaigns and optimising campaigns for maximum ROI
- Lead execution for a comprehensive set of demand generating tactics across display/programmatic, social, content syndication and other channels of distribution
- Utilise data-driven methodology, analysis and measurement to improve the effectiveness and efficiency of all ABM promotional channels

- Relentlessly experimenting with different targeting, messaging, ad images, and copy to strike the balance between scale and cost-efficiency
- Being a student of your role, in tune with up-to-date knowledge for effectively leveraging the technology and tools you will be using
- Developing marketing strategy, refining campaign copy and assets or even generating content yourself if necessary.
- Working closely with all marketing and sales team members to drive demand generation objectives

Ultimately, deliver demand and opportunities that enable our Enterprise sales team to achieve their targets.

Requirements for the role

- Demonstrated ability to partner effectively across an organisation
- Know how to use data to make strategic decisions and when to proactively seek out insights to improve marketing outcomes
- Exceptional problem solving, and analysis skills combined with the ability to synthesise and effectively communicate findings
- Must have a positive attitude and willingness to roll up their sleeves and get things done
- A desire to win and contribute to part of a winning team
- +3 years' years' B2B experience managing account-based marketing functions
- +1 years' experience marketing to enterprise senior-level buyers (ideal)
- +1 years' experience marketing/positioning IT and Telecoms solutions (ideal)
- +1 years' experience supporting sales and field marketing in a marketing role (ideal)
- Extensive knowledge of LinkedIn, Intent Data and other ABM solutions and programmatic ad platforms/DSPs
- Expertise in LinkedIn and Google media platform algorithms, bidding strategies, and objectives
- Experience and regular use of the following would be an advantage but not essential: Microsoft Publisher, PowerPoint, Word and Excel, HubSpot or similar CRM

Reporting to

Head of Marketing

Working Hours and Location

- Contracted 37.5 hours per week - 09:00-17:30
- Job type: Permanent, full-time
- Location: Flexible location but South East / Home Counties would be preferable

Salary

£36,000 per annum

Why Work for Us

At Arrow we are committed to creating an excellent employee experience. Our employees, culture and additional benefits all make Arrow a great place to work. Come join us!

We offer a competitive compensation package that includes salary and a wide range of benefits:

- 'Design Your Life' training and development programme
- Company Pension Scheme and matching contributions
- A platform of benefits including Perkpal, private healthcare, life assurance, holiday trading and much more.
- Health Club and Wellbeing Scheme
- After one year of employment, all permanent staff become shareholders in Arrow.
- Social and fun work environment.