

## Marketing Campaign Manager

i-nexus is an AIM listed strategy execution software provider to organizations across the world.

With an ever-growing customer base, this is a fantastic opportunity to be part of a company with the heart and soul of a start-up, but the ambition and path to something exciting.

As a member of the Marketing team, this fully-remote role is designed for an experienced ABM marketer in the B2B software space who can take ownership and execute our targeted campaign programs.

We're after someone who has this experience:

- 3+ years of B2B SaaS ABM experience, particularly within a growth-stage company
- HubSpot champion in Marketing and Sales -whether workflows, landing pages, lead scoring, social, sales sequences, marketing emails, and beyond
- Strong copywriting skills for creating quality briefs and compelling email campaigns – both to promote i-nexus and nurture towards becoming a customer
- Experience in WordPress, Ahrefs, Cognism, Bombora, G2, and DemandBase
- You can create brand awareness and engagement on social to build communities of i-nexus champions
- Comfortable with Zoom, Teams, and other webinar platforms – whether on camera or producing
- A degree or equivalent in business or marketing
- Can travel to quarterly in-person events in the Midlands

And it would be great if you:

- Have knowledge around strategy and strategic planning
- Hold a CIM or equivalent Level 5 marketing qualification

Your focus will be:

- ABM – planning, executing, and tracking use case campaigns to North America, UK&I, DACH, and Nordics across content, email, outreach, events, and sales enablement
- Running operational marketing – executing the 2022 marketing plan for lead and demand generation via HubSpot, Cognism, G2, and Mailchimp
- Championing customers – you'll be the expert in customer marketing for G2, Capterra, newsletters, and in-software comms
- Guiding content – supporting the creation of persona guided content with our copywriters, Verblio, and our inbound agency, making i-nexus the True North of Hoshin Kanri software
- Driving key decisions – using data to inform our 2023 marketing plan, and identify growth opportunities with ABM, sales development, and lead nurturing

And you'll be:

- Driven to be the best, but brave enough to accept failure, and to learn from it
- A quick learner who absorbs sometimes complex information and can explain it in simple, clean language
- Engaging and empathetic, with the character to speak your opinion with clear reasoning
- Equally happy working virtually as face-to-face, whether alone, within your team, cross functional, or with senior managers
- Numbers driven because data is your bedrock – the numbers support your choices
- A strategic thinker, but can just as easily switch on a just-do-it attitude with a touch of creativity
- You'll support your colleagues to achieve their potential, and support wherever you can
- Targets, deadlines, and achievements mean *something* to you, but work isn't *everything*

We will support you as you become a highly valued member of our team and pay a competitive starting salary depending upon your experience, skill level and aptitude.

Please send your CV to [James Milsom](#)

### **About i-nexus**

i-nexus provides cloud strategy execution software to leading global brands aspiring to excel at strategy execution. Its scalable, enterprise grade platform is deployed within multiple global blue-chip businesses, predominantly based across the US and Europe.

By digitalizing how companies manage the strategic planning process, from developing robust strategic plans to overseeing their delivery and measuring results for data-driven decision making, i-nexus customers achieve breakthrough performance by delivering more strategic goals at pace.

From transformational initiatives across entire organizations to business unit-specific programs, i-nexus strategy execution software is the choice of leaders tasked with aligning people and results to business-critical goals.