

JOB POST: External	
Job title:	Growth Marketing Manager
Division:	Growth Team
Reporting to:	Head of Growth Marketing
Contract Type:	Permanent, full-time
Location:	Remote

About Us

At Talking Talent, we believe that to build a diverse, inclusive, and equitable workplace, people need to change their behaviours -- for good. And this starts with a sophisticated, tailored coaching-led approach.

Whether it's facilitating safe communication, guiding talent through career-life transitions, or helping systemically oppressed and underrepresented groups into senior leadership roles, our customized coaching programs fuel success for the people within the organizations we support.

For almost 20 years we've helped some of the world's biggest brands build inclusive, fair, and opportunity-filled work environments. The kind of work environments you'd want for yourself and the people you care about. Our mission is to help those companies develop an actively inclusive workplace culture where everyone feels that they belong and can thrive.

About You

- **You're a digital native.** You live and breathe digital marketing, always staying ahead of the latest trends and technologies.
- **You're strategically minded.** You think globally and get excited about developing comprehensive marketing campaigns that align with business objectives.
- **You're collaborative.** You excel at working with cross-functional teams and external agencies to create cohesive marketing efforts.
- **You're data-driven.** You love analyzing campaign performance and using insights to optimize strategies and improve results.
- **You're adaptable.** You can manage multiple campaigns simultaneously and adjust tactics based on market conditions and performance data.
- **You're creative.** You can develop innovative campaign ideas that resonate with target audiences across various channels.
- **You're goal-oriented.** You thrive on setting ambitious targets and consistently work to exceed lead generation goals, always pushing for exceptional results.

About the Role

We're seeking a talented Growth Marketing Manager to join our marketing team and drive our global marketing initiatives. In this role, you'll be responsible for developing and executing integrated marketing campaigns for our new logo acquisition, lapsed customers and customer retention campaigns worldwide as well as owning our website. You'll work closely with other team members to ensure seamless campaign execution across all channels.

As a key member of our marketing team, you'll have the opportunity to shape our campaign strategies and contribute to the overall growth of Talking Talent. We value fresh perspectives and strategic thinking, so you'll be empowered to bring your unique ideas forward to continuously improve our marketing efforts.

Key responsibilities

- Develop and execute integrated marketing campaigns for new logo acquisition, lapsed customers and customer retention campaigns globally, encompassing multiple channels and touchpoints.
- Manage campaign budgets and timelines effectively, ensuring optimal resource allocation.
- Manage and optimize the company website, ensuring excellent user experience and conversion rates.
- Lead search engine marketing efforts, including SEO and paid search campaigns.
- Oversee paid social media advertising and Google advertising initiatives across multiple platforms.
- Collaborate with our agency partners to implement and refine technical SEO strategies.
- Manage email marketing automation and optimization.
- Analyze campaign performance and provide detailed reports with recommendations for improvement.
- Ensure brand consistency across all campaign materials and channels.
- Stay informed about industry trends and competitor activities to inform campaign strategies.

Requirements

- 4+ years of experience in marketing, preferably in B2B or professional services industries.
- Proven ability to develop and execute successful multi-channel marketing campaigns.
- Proficiency in HTML for website updates and email marketing customization.
- Experience with Salesforce CRM for customer data management and campaign tracking.
- In-depth knowledge of SEO/SEM, Google Analytics, and Google Ads.
- Familiarity with marketing automation platforms and email marketing best practices.
- Strong project management skills with the ability to manage multiple campaigns simultaneously.
- Excellent written and verbal communication skills.
- Experience in budget management and ROI analysis.
- Proficiency in marketing campaign planning and execution tools.
- Strong analytical skills with the ability to derive insights from campaign data.
- Experience working with creative agencies and managing external partnerships.
- Agile mindset with the ability to adapt in a fast-paced, entrepreneurial environment.

What we offer

- Discretionary annual bonus eligibility
- Pension scheme
- 25 days holiday (FTE) excluding Bank Holidays
- 6 days wellbeing leave (FTE)
- Flexible working
- Employee Assistance Programme
- Remote working – you can work from anywhere in the UK



- The opportunity to experience and contribute to the success of a fast-growing, PE backed organisation.

How to apply:

To apply for this role, please email careers@talking-talent.com including your resume and a thoughtfully written cover letter demonstrating how you meet our person specification.

Talking Talent is an Equal Opportunity Employer. We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, religion, sex, disability, sexual orientation, age, marital status, maternity & pregnancy and gender reassignment.

If you're passionate about creating impactful marketing campaigns and want to contribute to building more inclusive workplaces, we'd love to hear from you. Join us at Talking Talent and be part of our mission to transform workplace cultures through innovative marketing strategies.