

ILG Sales & Marketing Manager Job Description

Context:

To drive ILG's strategy of rapid growth in the UK and globally, we have a well-established marketing team that raises brand awareness through social campaigns, paid advertising, attendance at events, email and account-based marketing campaigns. This activity requires strong integration with the sales function and in order to accelerate our growth we have decided to appoint a new role of Sales & Marketing Manager to develop our direct sales outreach activity.

Reporting to the Sales Director, the role will be focused on building on our current activities with a particular focus on lead generation through direct sales outreach, data acquisition, audience building, intelligence gathering, social selling and bid support.

The Sales & Marketing Manager will ensure that direct sales outreach activity dovetails within the overarching marketing campaign activity, ensuring that a fully integrated strategy is delivered to our target audiences in the UK, EU and USA.

Primary Responsibilities:

- Support the sales team by developing a direct sales outreach programme using LinkedIn, InMail, targeted Ads and, in the longer-term telephone. Outreach activity could include:
 - Targeted, personalised emails / InMails
 - Organic social media
 - Video content
 - Targeted Ads
 - Managing inbound marketing across the sales team
- Own the planning and scheduling of all sales outreach activity, working with the marketing team to ensure that the messaging and content remains consistent.
- Work with the marketing team to ensure the adaptation of campaign-related content that is solution-focused for specific audiences e.g. industry sectors, job titles, regions
- Ensure that all intelligence gained through sales outreach is captured in HubSpot, and that we use this intelligence to drive our understanding of the contract landscape and to synchronise our activities accordingly
- Develop a sales social media outreach programme, maintaining consistency with the broader social campaigns.
- Liaise with the Content Manager to ensure that all sales collateral is continually refreshed and aligned with our marketing strategy
- Provide bid support to the Sales Team in terms of presentation decks, bid documents and site visits as required.
- Supervise the execution, monitoring, measurement and refreshment of sales outreach campaigns and their success, using HubSpot
- Ensure that all activities conform to ILG brand guidelines and reflect our company values

Required Skills

- At least 5 years' relevant work experience in marketing (agency or client side)
- A good understanding of the retail / e-commerce industry
- Experience of running multichannel lead generation campaigns
- Experience of using CRM tools for marketing and sales
- An understanding of B2B marketing and of the 'Account Based Marketing' approach

- Highly organised project manager (ability to manage multiple projects simultaneously) with excellent time management skills
- Strong attention to detail
- Good at financial management and implementing tight budgetary control
- Able to write well and demonstrate strong literacy skills
- A confident communicator and team player, able to quickly develop working relationships with a wide range of cross-functional teams
- Good understanding of the lead generation and sales process

Additional Desirable Skills

- Experience of marketing to an international audience
- Experience of marketing in the fulfilment and delivery sector
- Video / photography experience
- Knowledge of the beauty, wellbeing or fashion industries
- European language skills (French / German)