



Job Description Template

Marketing Manager

Company Overview

[Company] is one of the fastest growing players in the [industry] space, on a mission to [vision]. As a market leader, our solutions help [solve problem] for [industry/customers/] across the globe. Following [investment/growth event], we are looking for a Marketing Manager to drive the expansion of our GTM organization and fuel our next phase of exceptional growth.

Role Overview

As Marketing Manager, you will develop and execute dynamic demand-focused marketing initiatives. Your role is key for our expansion, with the primary goal of generating net new leads and closed deals by elevating marketing programs that build awareness, drive demand, and deliver measurable results for our go-to-market strategy. To be successful, you must have prior experience building strategies for various demand-generation campaigns, ideally within the [industry]. You will be one of the primary marketing resources of the organization and have significant accountability for both the strategy and execution of the program.

Key Responsibilities

- Plan, execute, and oversee outbound marketing campaigns, webinars, events, and activities to boost prospect engagement, expand markets, and generate demand.
- Lead impactful B2B marketing campaigns across various channels (email, advertising, webinars, social, SEO, events).
- Measure and report campaign results, identify improvement areas, and ensure objectives are met.
- Analyze data to identify trends, optimize campaign performance, and generate high-quality leads with strong conversion rates.
- Create and improve sales and marketing assets - ensuring the sales team has best-in-class sales assets, including presentations, whitepapers, emails, brochures, and case studies.
- Work with BDRs to leverage partner marketing opportunities and maximize pipeline growth.
- Provide comprehensive campaign metrics and actionable insights to stakeholders and senior management.

Requirements

- [# years] marketing experience in a senior marketing role.
- Proven track record in successfully generating net new leads and closing deals through complex marketing campaigns.
- Market experience in [preferred industry sectors] or a related field.
- Startup or Scaleup background.
- Strategic thinker and compelling storyteller, able to communicate vision, values, and strategy for partner success.
- Excellent written, communication, and verbal skills.
- Demonstrated ability to deliver consistent results.
- Dynamic, creative, and entrepreneurial mindset.
- Familiarity with various marketing automation and partner tracking software.

Top Tips:

- **Mission and purpose:** Sell the purpose & mission of your organization.
- **Growth trajectory:** Highlight the company's growth to date & plans for the future.
- **Success metrics:** Articulate the measures & milestones to give a tangible view of success.
- **Focused requirements:** Keep job requirements concise & realistic.
- **Earning potential:** Include the earning potential, salary, & other perks where relevant.

About Stott and May

Founded in 2009 Stott and May are a professional search firm with a passion for helping leaders achieve complete confidence that they have hired the right talent, first time in fiercely competitive markets. We believe you should never have to make the choice between quality of candidate and time to hire.

As a result, our business has been founded on the principle of offering a premier standard of search service delivered in vastly accelerated timescales, that our competition simply cannot match. Because after all this is about more than just recruitment, it's about turning your business vision into reality.

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