

About the job

We're looking for a sharp, data-driven marketer to take ownership of our CRM and campaign strategy. This is a key role within a growing B2B-focused team, where your work will immediately shape both the speed and direction of the business' growth.

The role will combine marketing automation, campaign execution and the management of customer data. Whether building workflows and refining segmentation, or improving dashboards and reporting, you'll help scale and sharpen our marketing engine!

- Job title: CRM & Campaign Marketing Manager
- Contract type: Permanent
- Hours: 40 hours per week (This is an on-site role, working Monday to Friday from 8:00 am to 5:00 pm.
- Location: Poole
- Holiday: 30 days paid (inc. bank holidays)

What you will be doing

- **Campaign:**
 - Plan and deliver multi-channel CRM campaigns, building automated email workflows and nurture sequences that support the full customer journey.
- **Performance analytics:**
 - Measure the impact of all activity to create dashboards and reports that turn marketing data into clear, actionable insights.
- **Segmentation:**
 - Manage segmentation, lead scoring, and pipeline visibility to support sales and marketing alignment.
- **Collaboration:**
 - Work closely with internal teams across divisions to ensure CRM data is accurate, connected, and easy to use.
- **Optimisation:**
 - Enhance campaign performance through A/B testing of creative, messaging, and timing.
- **Data management:**
 - Maintain data quality through regular cleansing and enrichment across digital and direct channels.
- **Compliance and data security:**
 - Ensure compliance with GDPR and other data protection regulations.
- **CRM integration:**
 - Support CRM integration with HubSpot and help improve how systems connect and communicate.

Key Requirements:

- Strong grasp of marketing operations, campaign planning, and lead generation (ideally within a B2B environment).
- Experience with data migration, system integration, and streamlining processes through automation.
- Skilled in developing and tracking KPIs to measure marketing and sales performance.

- Confident using marketing automation platforms, managing email campaigns, and mapping customer journeys.
- Analytical mindset with the ability to turn complex data into clear, actionable insights.
- Proven project management skills, with the ability to juggle multiple campaigns and deadlines.
- Clear communicator and team player, able to collaborate effectively across departments.
- Familiar with GDPR and best practices in data compliance and customer data handling.

Your skills and qualifications

- Bachelor's degree in marketing, communications, or a related field.
- Minimum 2 years' experience in email marketing or a broader marketing role.
- Proficient in HubSpot including email creation, automation, segmentation, and reporting.
- Solid understanding of email marketing best practices, deliverability, GDPR, and CAN-SPAM compliance.
- Comfortable with HTML and CSS for customising email templates.
- Skilled in data analysis and reporting using tools like Google Analytics.
- Experience with A/B testing, Google Ads, and other digital advertising platforms.
- Strong attention to detail and a structured, organised approach to work.
- Able to thrive in a fast-paced environment and adapt to shifting priorities.

What's in it for you

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|---------------------------------------|---------------------------------------|
| • Modern open plan office | • Cycle to Work scheme |
| • Monthly profit share bonus scheme | • Complementary Birthday vouchers |
| • Holiday buy-back scheme | • Subsidised workplace massage |
| • Company sick pay | • Management 'Giveback Days' |
| • Free access to LinkedIn Learning | • Eye care vouchers |
| • Free onsite parking | • Employee Assistance Programme (EAP) |
| • Perks at Work scheme | • Company social and corporate events |
| • Unlimited 'tuck shop' snacks | |
| • Free lunch every Friday | |
| • Charity dress down day every Friday | |

Who we are

We're a fast-paced, forward-thinking global solutions provider who is redefining operational excellence for businesses. We're famous for our fantastic customer service and for creating comprehensive solutions that help our customers stay ahead in an ever-changing world.

Our marketing function operates in a dynamic environment, working collaboratively across teams with innovation as one of our core values.

Where will you work

Our open plan office encourages teamwork and communication. You will be working in a respectful environment surrounded by people who care about you just as much as our

customers. We also believe diversity is the key to success. That means your voice will always be heard no matter your role, and there will always be the opportunity to make a big impact.

Who you are

You will have experience in an in-house marketing team, ideally gained within the distribution or FMCG industries. You thrive in high-pressure environments, demonstrating resilience and adaptability with a results-oriented mindset and a "can-do" outlook.

You will need to be confident with HubSpot and comfortable in complex data environments, so you can work closely with both sales and marketing to ensure our CRM is well integrated and a reliable source of truth for all our plans and decisions.

Your strong project management and organisational skills will be put to good use, in addition to your creative mindset and eye for design and brand consistency.

Our marketing approach is changing, and you will have the opportunity to be at the forefront of this change, with a development pathway and training to support your personal and professional growth.