



#BeAGameChanger

Marketing Manager / Head of Marketing

Location: Rainton Bridge, Sunderland, UK

Or central Edinburgh

Overview

WorkCast are a rapidly growing technology company based in the North East UK and Seattle USA. We create a world leading webinar and virtual event platform used by major organisations including Sony, Elsevier, Wiley, Nature Magazine, Barclays and Standard life. Our outstanding product and amazing team make webinars and online events a far richer and more accessible experience for attendees and remove the barriers for Marketers to run and benefit from webinars.

Package - Highly competitive salary + Bonus

WorkCast offer an amazing package with many benefits. We also incentivise in this role, with a bonus scheme adding between 7%-20% to the annual salary when achieving expected results.

We provide a fun environment with many company social activities, excellent pension scheme, life assurance and excellent holidays. We provide free snacks, drinks, fruit and breakfast. You get free access to Perkbox with a huge amount of savings available.

Finally, after 12 months you become eligible for our approved stock options scheme. This means you can share in the success of WorkCast in the long term.

Job Description

WorkCast's growth has been largely sales led but with the release and growth of our self service products we want to significantly improve the quality and range of our Marketing activities. To facilitate this we plan to appoint a Head of Digital Marketing / Digital Marketing Manager, to enhance existing digital marketing activities and focus on new initiatives and campaigns .

The role will work very closely with the CEO, Head of Sales EMEA and EVP USA who is based in Seattle. You will take value proposition and Market direction from these stakeholders but will drive your own Marketing campaigns roadmap and priorities. WorkCast are a results led business so ensuring measurement and alignment with sales will be critical along with outstanding digital Marketing performance.

WorkCast use Hubspot for most Marketing and sales activity. We expect the Marketing Manager to have similar experience with a leading Marketing Automation platforms.

In this role, the focus will be about getting the most from a committed team. You will work creatively and measure all activities through Hubspot. You will scale campaigns where they are working and use the Marketing budget to achieve results (trials, leads).

We also have a separate Product team with specific responsibilities that align with Marketing. The Product Manager specifically looks after the Product Experience, event template experiences, trial workflows and buy workflows. The Product team are also responsible for the WorkCast website at this point. We expect that the Marketing Manager will work closely with the Product team to enhance and expand the WorkCast website - primarily to drive more trials and demo requests.

Desirable experience and career focus:

- SaaS or similar online technology product
- Experience of selling to Marketers
- US Market Knowledge and experience
- European languages and experience beneficial
- Great with data tracking and modelling
- Driven to keep up with Market and social marketing trends
- Experience of driving leads and trials as the primary focus
- Hubspot or similar Marketing Automation Platform
- Email Marketing
- Creative and enjoy experimenting, measuring and scaling when appropriate

You should take a hands-on approach to this role but be able to prioritise time, spend and effort toward key identified areas:

Specifically, I see the initial areas of focus will be:

- All email marketing to our existing database
- All lead nurture workflows and associated emails and landing pages
- All Landing pages and associated SEO
- All search PPC
- All social paid advertising (Linkedin, Twitter, Facebook and new)
- All website SEO in conjunction
- Trust / Referral sites indexed (Trustpilot, Quora, g2crowd)
- Channel Marketing for WorkCast integrated solutions (Hubspot Marketplace etc)
- Campaigns on specific value propositions or initiatives driven by WorkCast
- Physical conferences like Technology for Marketing

You will work on a Marketing vision and associated plans for each of these channels. The focus will be on quality, measurement and prioritisation but the overall goal is to increase both the quality and quantity of inbound leads through these channels. With each campaign, we will expect to start with a clear understanding of 'what success looks like' and measurable performance against these goals.

To Apply

Please send your CV to sarah.ralph@workcast.com