

## Marketing Operations Manager London, UK

### Overview

We are looking for an exceptional individual to join a fast-growing video technology business working for blue-chip clients around the world. In the capacity of marketing operations manager, you'll join a small but highly efficient marketing team at an exciting time as the business has ambitious growth plans to expand its product offering as well as expand revenue in new and existing markets.

### About the Role

We are looking for a seasoned **Marketing Ops Manager** to join our team and make an immediate impact across the business as we continue our rapid growth. This role will give the right candidate the opportunity to own, operate and optimise the entire MarTech stack with all its aspects as a foundation for scale and growth.

You'll be directly responsible for our Marketing and Sales systems centred around HubSpot/Terminus/Outreach/Salesforce and the trusted resource for the company to operate, build, run and optimise the execution of all Marketing tactics and campaigns.

You will be measured on your ability to ensure smooth operation and continuous improvement of our overall MarTech stack which underpins the effectiveness of our organic and proactive demand gen efforts as well as sales operations.

### Day to day, you will:

- Smooth day-to-day operations of our Marketing backend system including all upstream systems of engagements connected to it: forms, website, free trial, webinar, digital, demand gen, data quality and enrichment; as well as downstream systems: analytics and business intelligence
- Similarly, smooth day-to-day operation of our third-party systems and others sales tools and business systems, and the interaction between marketing and sales
- Continuously improve the way systems inter-operate with each other, provide the ability for the Marketing team to execute their campaigns at speed and at scale developing templates and cookie-cutting solutions for repetitive tasks while supporting their evolving requirements
- Work across Sales and Marketing to maintain and remedy lead routing and assignment; and likewise, data quality, integrity and segmentation
- Tune and maintain all key functionalities supporting our lead scoring and lifecycle, account-based automation, nurture streams, etc...
- Translate new business needs into actual system implementations to enhance our overall MarTech solution

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- Manage the Marketing Automation areas of HupSpot/SFDC – workflows, scoring rules, instrumentation for reporting, lead handling and reporting. Work with Sales to make sure that processes that cross both the Marketing Automation and CRM are coordinated and effective

## About you

- You should have deep hands-on knowledge of modern marketing and CRM systems and approach (SFDC lead to contact/account conversion, workflows, scoring, segmentation, forms, etc...), a minimum 5+ year Marketing in B2B marketing
- You have Sales and Marketing automation experience (Hubspot, Salesforce) with minimum 2 years of Hubspot and Salesforce admin experience shaping its impact and value from a Marketing and Sales business perspective
- You believe in using data to analyze all aspects of Marketing performance, find areas that need attention and surface that information to appropriate stakeholders
- You've got an inquisitive mind, and love the challenge of figuring out how things work, improving them when they do, fixing them fast when they don't
- You should feel comfortable pushing back when requests don't fit with company priorities while being highly collaborative

## About Imagen

Located in New York, London and Cambridge, Imagen is a world-leading SaaS video management platform provider that enables global Sports, Media and Enterprise organisations to access, distribute and manage their complex content intuitively. We are backed by leading VCs Cambridge Innovation Capital, Downing and Guinness.