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| Position title | Marketing Manager - Automation |
| Date | 20 June 2023 |
| Line Manager title | Head of Marketing and CX |
| Grade | 9 |

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| Purpose |

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| The Marketing Manager is responsible for contributing to and tactical execution of SUEZ’s long term marketing plans in line with regional sales and retention strategies as well as company’s medium terms plans and overall business development strategy. The role will contribute to achieving SUEZ’s target of doubling the I&C size and revenue by 2030, by providing marketing for the regional sales and growth plans and ensuring a ROI from all I&C marketing activities. They will be responsible for creating, owning, delivering and measuring marketing success to drive forward sales and customer retention in this key area for the company. |

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| Key responsibilities |

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| * Ownership and management of email automation, nurturing programmes and events.
* Building Pardot email campaigns, landing pages, forms, Salesforce campaigns, lead scoring and associated workflows to support demand generation and event programmes.
* Go-to expert in Pardot platform and ideally in CRM products such as Salesforce (Service and Sales and Experience Cloud) in order to meet process standards for accurate, efficient reporting and lead generation and lead capture.
* Monitoring the lead management process to ensure leads are being assigned appropriately and data is logged accurately.
* Working with SUEZ’s four Regional Directors, Regional Business Managers, Regional Sales Managers and their teams in Regional Customer Hubs to input into regional sales and retention strategies and develop marketing plans.
* Working with other senior internal stakeholders to ensure complete engagement in multiple projects running concurrently.
* Analysing business information, economic trends and market feedback from internal and external sources to identify key issues, trends, opportunities and market share growth/decline for use in marketing planning purposes.
* Delivering marketing ROI against a fixed annual budget. The candidate will play a crucial role in the delivery of new business sales and the improvements in the retention of UK business customers.
* Working across a range of marketing channels including, but not limited to: inbound and outbound marketing, digital marketing, content marketing, paid search advertising, social media marketing, direct marketing.
* - Developing end-to-end marketing planning, to include delivery, quality control and evaluation of marketing campaigns within agreed budget and timescales.
* - Work with the internal brand and design team and external marketing agencies on campaign creations and measurement.
* - Line management of two Marketing Executives
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| Skills |

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| - Experience in a marketing role delivering marketing within B2B service sector.- Action-orientated and agile with the ability to react quickly to information coming through from the business.- Ability to identify critical business issues and make independent suggestions for improvements, implementing where relevant.- Strong understanding of customer insight and developing best in class campaigns based on insight and delivered in an integrated way.- Solid understanding of key disciplines including sales plans, campaign planning, retention, cross-sell and acquisition. - Ability to work across a complex matrix organisation. - A knowledge expert who can quickly establish credibility and build solid relationships with key stakeholders. - The ability to take the initiative making bold decisions and testing new ideas or approaches. - Ability to work across different marketing channels.  |

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| Behaviours |

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| * The Marketing Manager (Automation) needs to be used to working at pace and thrive working in a very busy environment.
* They are someone who wants to make a mark, a self-starter who relishes working in an environment where the business is at the start of its marketing journey and where marketing infrastructure needs to be created.
* They should be used to advising and working with senior stakeholders.
* The ability to providing solutions and advice to project teams in order to meet their objectives.
* A team player with positive mindset with a can do attitude is a must.
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| Knowledge |

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| * Knowledge of working in either waste management, operational industries or the utilities sector desirable.
* Experience in line management
* Experience in working in complex matrix business is desirable.
* Knowledge of working across the marketing mix and across a variety of channels (both inbound and outbound marketing).
* Hands on experience of working with CRM system (Salforce and Pardot). Experience of implementation of the CRM system would be desirable.
* Experience in offer building and creating 'fast-to-market’ service offeres.
* Experience in digitalisation of marketing activity.
* Experience of running agile projects.
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| Specific candidate requirements |

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| * B2B marketing expertise, preferably in utility services or similar.
* Strong communicating skills.
* High numerical and data analysis skills as essential.
* Competent copywriter.
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| Qualifications |

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| * Marketing or business degree is essential.
* CIM qualified is desirable
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**Please note:** The content of this job description reflects the main duties and responsibilities of the job and is not intended to form part of the contract of employment. SUEZ may revise the content of the role and responsibilities at its discretion.