

CPC423 - Marketing Operations Lead

Location	Initially home based then Milton Keynes or London
Working hours	Full-time
Contract type/duration	Permanent
Equal Opportunities	CPC is committed to ensuring it recognises equal opportunities

About

Connected Places Catapult is the UK's innovation accelerator for cities, transport, and places. We provide impartial 'innovation as a service' for public bodies, businesses, and infrastructure providers to catalyse step-change improvements in the way people live, work and travel. We connect businesses and public sector leaders to cutting-edge research to spark innovation and grow new markets. We run technology demonstrators and SME accelerators to scale new solutions that drive growth, spread prosperity, and eliminate carbon.

We are human centred and solution-led. We advocate for standards which enable interoperability, replicability and scale. We work in partnership with others across the UK and beyond to provide access to R&D assets and deliver impact. We support local economies and organisations by being present within them to embed and transfer innovation capabilities. We are globally connected in order to stimulate demand for UK innovations overseas and create opportunities for companies to expand globally.

Purpose of the role

The Catapult is systematising its sales and marketing processes. As part of its 'Microsoft-First' strategy, Connected Places Catapult has implemented a suite of new technology centred around Microsoft Dynamics 365 Customer Engagement and is looking for a Marketing Operations Lead to work closely with the marketing team to develop, harmonise and mature marketing automation processes, analytics and reporting.

This is a high-value proactive role, requiring a blend of in-depth technical expertise and the ability to partner with and mentor marketing staff to become competent users of the new marketing automation tools on a daily basis. As the Marketing Operations Lead, you will work to create scalable automated processes that support best practices in data management, content marketing automation, campaign management that supports lead generation and handing over to sales. You will conduct complex data cleansing, segmentation and reporting that will be used to inform strategic decisions by stakeholders from across the company. You will be working in a fast-paced environment managing multiple projects at once.

Key Responsibilities

Build online data capture processes to ensure that information can be qualified and segmented by persona, establish data-hygiene processes to ensure that it can be maintained. Support marketing colleagues so they can design and build automated marketing campaigns by persona. Work with Power BI colleagues to develop sales and marketing dashboards that show the effectiveness of marketing campaigns and monitor the funnel, so the marketing team nurtures contacts into sales ready marketing qualified leads. Work with the Sales Operations Manager to develop the handover boundary to the Sales team, creating Sales Qualified Leads.

You will be comfortable with a variety of techniques to grow, segment, and cleanse contact and customer data on an ongoing basis. You will have experience of supporting marketing campaigns that result in lead scoring, campaign tracking, and alignment with sales initiatives.

- Manage technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads.
- Establish and maintain scalable automated processes that ensure best practices in campaign and lead management and train marketing campaign managers in best practices.
- Create and maintain reports on marketing activities, effectiveness, and business impact such as value, volume, velocity reports.
- Develop and analyse multi-touch attribution campaign data dashboards to support recommendations on what's working, what's not.
- Monitor and maintain data quality within the marketing database, nudging segmented persona contacts for more data over time, reporting on open rates, click through rates, and unsubscribes.
- Keep on top of developments in martech and add-on applications to improve and optimise marketing team performance.

Required skills and experience

- Strong analytical skills, including proficiency in Microsoft Excel and experience with reporting and data analysis.
- Proficiency in marketing automation systems and integrating those systems with other technologies.
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Demonstrative ability to lead and manage a team and / or a matrix environment.
- Technically capable, excellent communicator, and a desire to improve processes.
- Excellent customer/stakeholder management ability, alongside organisational skills and the ability to motivate fellow team members.
- Team player that is comfortable working in a highly agile environment.
- Great team and interpersonal skills.

Desirable:

- Knowledge and experience of Microsoft Dynamics 365 for Sales and Marketing,

Power BI reporting and WordPress would be a significant advantage.

To apply for this role please email us on jobs@cp.catapult.org.uk with your CV and covering letter attached quoting the ref: CPC423