



Role profile

Role title	Senior Marketing Manager (Customer Management)
Location	London or Manchester
Contract type	Permanent
Reporting to	Head of Marketing, Customer Experience & Transformation

Role purpose

An exciting opportunity has arisen for a marketing manager to support the strategy and propositions for Capita's suite of technology-enabled customer experience and transformation solutions within the Customer Management division.

Reporting to the head of marketing for customer experience and transformation within Customer Management, you will play a key role in developing our client value propositions and delivering marketing campaigns that deliver ROI across our suite of CX software, systems and customer experience transformation solutions.

Accountabilities and main responsibilities:

The key accountabilities and responsibilities of the role include:

- Working with the divisional head of marketing business development leads, to develop and deliver campaigns and product launches that drive growth and optimise ROI for the division
- Using insights into the market, clients and competitors to shape the go to market activity for our suite of technology-enabled customer experience and transformation solutions
- Creating and commissioning innovative and multi-channelled marketing initiatives, that support new lead generation, demand generation and cross-selling opportunities, which demonstrate how we are delivering better outcomes for our clients and their customers - drawing on support from specialist teams within the marketing function and external agencies
- Developing the product positioning, messaging and marketing for our existing customer client value propositions, working closely with the solutions and innovations team and supplier partners
- Translating complex technical detail into compelling, outcome-based narratives, which are aligned to the needs of our potential customers
- Articulating and communicate the value proposition of the products and solutions to the business development team and develop the tools to support sales enablement
- Working closely with the Key Accounts and Industries team to position our solutions into account-based marketing and into relevant industries
- Leveraging opportunities with customer experience industry partners, including the CCA, ICS and CCMA to support our campaigns and position in the market
- Working closely with teams across the function, including brand, campaigns, and analyst relations to amplify campaigns, optimise investment and help position ourselves in the market
- Reporting, data management, and demonstrating proof of ROI on campaign performance
- Supporting the implementation of the brand architecture and positioning for the suite of products, solutions and partner branding

Key Skills and Experience

- Marketing in a B2B environment, with at least 5 years' experience
- Strong understanding of the customer management marketplace, products and technologies, and a strong understanding of key trends and their impact across multiple industries
- Strong commercial acumen
- Proven experience in delivering ROI on strategic and tactical campaigns
- Strong reporting and data analysis skills
- Industry recognised qualification in marketing
- Energetic, creative, enthusiastic and innovative
- Strong verbal and written skills
- Ability to work with stakeholders at all levels within a complex matrix environment
- Can handle multiple tasks and projects at once
- Strong understanding of marketing delivery and all elements of the marketing mix
- Ability to bring new innovative marketing approaches to life and constantly evolve best practice
- Expertise in online and digital marketing execution and understanding of the latest B2B customer engagement tactics
- Ability to work under pressure and to tight deadlines
- Advocate of driving change and transformation across the marketing function