

Marketing Manager

Location: UK

Role Type: Permanent - Full Time

Job Location: Hybrid Working - minimum of 2 days a week in our London office

A small, solid pink circle.

ABOUT SAGACITY

Clever with data... combining data, insight, and action to drive value

Sagacity are the data intelligence people. Our proposition is simple: we help consumer facing businesses increase customer engagement and make more money. How do we do it? We dig into the data businesses already have, and combine it with our data, insight, and action. Think of us as data co-pilots for sales, marketing, ops, billing, credit and debt - clients typically see 5x returns within the first few months.

Founded in 2005, we are a customer-centric business with a World Class +95 Net Promoter Score. We believe data should be at the heart of every company and while we are sector agnostic, primarily our clients are in the financial services, retail, energy, telecoms & media, water, and not for profit sectors.

We are a purpose led company and we believe that purpose comes before profit. We work as one team both with clients and internally, and are trusted to deliver quality in our standards and in achieving successful client outcomes. We are open, honest and communicate in a jargon-free, collaborative way, with all our teams being agile and curious, and continuously learning to achieve our purpose. We believe that if we achieve our purpose then everything else will follow.

Marketing Manager

The Role

We're looking for a hands on, B2B Marketing Manager to support the execution of integrated marketing campaigns that drive awareness, pipeline, and brand equity across our key sectors. Working closely with the CMO and wider commercial team, you'll be involved across the full marketing mix from planning and content creation to events, digital campaigns, and performance reporting.

This is a broad, varied role perfect for someone early in their marketing career, you'll have put some of your Marketing Degree into practice and have some experience to share, We are a small team so lots of scope to grow quickly, take ownership, and see the direct impact of their work in a commercial B2B environment.

Responsibilities

- Deliver, and report on one-to-many B2B marketing campaigns, across email, digital, social, and content channels also including industry events, roundtables, and webinars
- Own and drive organic and paid visibility through SEO and SEM activity, optimise content, keywords, and campaigns
- Manage campaign activity in HubSpot — building workflows, landing pages, email journeys, lead nurture programmes, and reporting dashboards
- Ability to design and produce high-quality marketing assets using Adobe Creative Suite (particularly InDesign) — including LinkedIn posts/Ads, event collateral, pitch documents etc
- Coordinate industry event participation end-to-end — logistics, pre-event outreach, on-site support, and post-event follow-up
- Own webinar and roundtable delivery, from speaker briefing and promotion through to platform setup and attendee engagement
- Track, analyse, and report on campaign performance, making data-led recommendations to improve results
- Collaborate with sales and client-facing teams to align marketing activity with pipeline priorities
- Support the development of client case studies, testimonials, and success stories to strengthen sales collateral and demonstrate proof of value
- Own and grow Sagacity's organic social media presence, particularly LinkedIn, including content planning and employee advocacy
- Work with sales to build and maintain sales enablement materials, including battlecards, one-pagers, and proposal templates
- Support account-based marketing (ABM) activity for target accounts within key regulated sectors
- Manage the brand and carry out a brand review on a quarterly basis
- PR & Media Relations to increase brand awareness

Marketing Manager

Responsibilities

- Assist with website content management, including landing pages and resource centre updates, and monitor website performance to inform campaign optimisation
- Conduct competitor and market research across financial services, energy, telecoms, and water to inform positioning and messaging
- Track industry news and developments to identify timely content and newsjacking opportunities
- Manage marketing budget tracking, including PO and invoice processing for campaigns and events
- Maintain data hygiene within HubSpot, including segmentation, list management, and GDPR compliance
- Liaise with external agencies and freelancers (design, PR, video) where required, briefing work and reviewing output
- Support the CMO with marketing performance reporting and board-level presentation materials
- 2 to 4 years of hands-on B2B marketing experience, ideally gained client side rather than agency
- Proven experience delivering one-to-many campaigns, including industry events, roundtables, and webinars
- Practical skills in Adobe Creative Suite, with confidence producing polished collateral in InDesign
- Understanding of SEO and SEM principles, with practical experience optimising content, responding to news events and managing paid search activity
- Excellent written and verbal communication skills, with strong attention to detail
- Organised, self-motivated, and comfortable managing multiple projects and deadlines
- Commercially minded passionate how marketing activity translates into pipeline and revenue

What we are looking for

Essential:

- Experience in marketing in data services, software, platforms

Nice to have:

- Degree in Marketing (or closely related discipline)
- Exposure to account-based marketing (ABM) approaches
- Experience working with external agencies
- Strong working knowledge of HubSpot campaigns, workflows, reporting
- Experience in marketing in utilities, telecoms, financial services or retail

● ABOUT SAGACITY

People at Sagacity

Success in any business is ultimately about its people; their skills, personality, attitude, qualities, dedication and enthusiasm.

We recognise the value of our people and their commitment to working together to achieve successful outcomes.

If you would like to join a unique working environment, with a sociable culture, where work is done a little bit differently – and we believe 'better' - then we look forward to hearing from you!

At Sagacity, we:

- believe working with our clients collaboratively delivers better results
- coach and mentor our clients' teams so our data and solutions live on after our assignment ends
- believe in delivering benefits as we go along

We achieve this through our core values:

- ✓ One Team
- ✓ Quality Delivery
- ✓ Trusted
- ✓ Agile & Curious
- ✓ Open, Honest, Simple Communication