

# Marketing Executive

**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 Executive

### The Role

Reporting to the Marketing Manager you will work with both to help support our marketing objectives. Your key focus will be managing our digital channels where you will be expected to take the lead with content creation as well as measuring outcomes.

We are seeking a dynamic and driven Marketing Executive to join our team. This role is ideal for an individual early in their marketing career with a solid understanding of marketing campaigns and digital marketing. While experience with HubSpot is a bonus, it is not essential. The successful candidate will be responsible for a variety of tasks, primarily focusing on lead generation and brand development.

### Responsibilities

- Draft and edit copy for the website, social media, email campaigns, product pages, and sales collateral, in line with Sagacity's tone of voice
- Provide support for the delivery of B2B marketing campaigns, across email, digital, social, and content channels also including industry events, partner events, roundtables, and webinars
- Provide support for SEO and SEM activity through optimising content, keywords, and campaigns in collaboration with the Marketing Manager and specialist third parties
- Provide support for the Marketing Manager for campaign activity in HubSpot — building workflows, landing pages, email journeys, lead nurture programmes, and reporting dashboards
- Create high-quality marketing assets using Adobe Creative Suite (particularly InDesign) including LinkedIn posts/Ads, event collateral, pitch documents in accordance with Sagacity Brand Guidelines etc
- Provide support for industry events, working closely with the Marketing Manager and Sales Teams including; logistics, pre-event outreach, on-site support, and post-event follow-up
- Provide support for webinar and roundtable delivery, including scheduling of events, liaison with speakers and delegates, support for event set up, associated collateral and delegate follow up

## Marketing Executive

### Responsibilities

- Development and publication of client case studies, testimonials, and success stories to strengthen sales collateral and demonstrate proof of value, including the use of videos
- Grow Sagacity's organic social media presence, particularly LinkedIn, including content planning, preparation and publication in accordance with Sagacity's Social Media Campaign Plan, Brand Guidelines and tone of voice
- Support account-based marketing (ABM) activity for target accounts within key regulated sectors
- Create supporting materials for the sales team, including one-pagers, case studies, and presentation content
- Provide Product Marketing Support to help translate product features (e.g. Sagacity Dot, Customer Vision, Resident Validation) into clear, benefit-led messaging for different audiences
- Maintain Sagacity's branded collateral and templates in accordance with brand guidelines and business needs
- Maintaining key brand awareness and communications platform e.g. Sagacity Website, Hub, Sharepoint, Communications Site
- Create and publish internal communications
- Maintain Market & Competitor Awareness, keeping up to date with sector trends (credit risk, collections, data intelligence) and the competitive landscape

## Marketing Executive

### Competencies

- You will have excellent communication, planning, prioritisation and organisational skills
- You will demonstrate strong commercial awareness, which promotes and protects the interests of both Sagacity and our clients alike
- 2+ year/s of relevant experience
- Have excellent communication skills
- Have a keen eye for detail
- Have pride in your deliverables
- Are highly organised and good at planning
- Good at working independently and as part of a team
- Are flexible and self-motivated
- Are good under pressure
- Able to travel throughout the UK
- Have the right to work in the UK
- Have a commitment to personal development
- Passion for marketing
- Good copywriting skills

### Education, Training & Experience

- A marketing qualification – degree or Professional
- B2B marketing experience
- Experience of event planning
- Experience in Adobe Creative Cloud is desirable
- You will have developed strong organisation and planning skills, ideally, within a marketing team
- You will advanced MS Office skills including MS Word, Outlook and PowerPoint and be comfortable in the use of other office packages e.g. Excel
- You must have excellent communication skills, both written and oral, and be very comfortable interacting with all people at all levels across the Sagacity team and with our Client contacts

## ● 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