Sagacity
Part of Accenture Song

Growth & Demand Generation Manager

Location:	UK
Role Type:	Permanent - Full Time
Job Location:	Hybrid Working - minimum of 2 days a week in our London office

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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.

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Growth & Demand Generation Manager

About the Role

We are seeking an experienced Growth & Demand Generation Manager with a track record in data services, technology, utilities or telecoms, to join our marketing team. This is not a first marketing management role or an entry point into demand generation – we are looking for someone who has already built a solid track record in growth marketing or demand generation who wants to build on that experience here at Sagacity, taking ownership of the campaigns and activity that drive our pipeline.

Reporting to the Head of Marketing, you will work closely with our Marketing Associate, Sales, Product, Innovation and Delivery Teams.

You will take the lead on growth and demand generation – including pipeline revenue, detailed campaign planning, design and delivery, and account-based marketing (ABM) for our key target accounts – while contributing to wider marketing strategy, positioning, brand and paid media decisions alongside the rest of the team.

Note: both the industry experience and the minimum years of experience below are firm requirements and we are unable to consider applications from candidates without demonstrable, hands-on growth marketing or demand generation experience, or from candidates whose experience sits outside the sectors listed above.

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Growth & Demand Generation Manager

Principle Responsibilities

- Own and execute Sagacity's growth and demand generation activity, taking accountability for pipeline revenue contribution and reporting progress against targets
- Own the detailed planning and delivery of multi-channel campaigns – across email, digital, social and content – that generate awareness, engagement and qualified pipeline
- Own account-based marketing (ABM) programmes for target accounts across our core sector, working closely with the Sales team to align messaging, targeting and outreach
- Manage campaign activity in HubSpot – building workflows, landing pages, email journeys, lead and nurture programmes and reporting dashboards
- Work alongside the Marketing Associate to plan and deliver campaigns, events and content, ensuring growth and demand generation priorities are planned and delivered
- Contribute to paid media planning (SEM and paid social) to ensure activity aligns with growth and demand generation priorities
- Contribute to marketing strategy and planning, including the annual timetable of events, and to company and product positioning and proposition work
- Contribute ideas and alignment on brand identity, sales and marketing collateral, thought leadership, press and PR, website content and SEO, events and webinars, and organic social, working closely with the wider marketing and creative teams
- Track, analyse and report on campaign and pipeline performance, making data-led recommendations to improve results
- Contribute to marketing budgeting and reporting
- Use and maintain proficiency across Sagacity's sales and marketing tooling, including HubSpot, LinkedIn, AMP (Jam7), So Ampli, In Design and our AI-assisted design tools
- Maintain awareness of market and competitor activity, keeping up to date with sector trends and the competitive landscape

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What we're looking for

Essential

- At least 3 years' hands-on experience in growth marketing, demand generation or B2B campaign management, gained within data services, technology, utilities or telecoms
- A proven track record of owning campaign planning and delivery end-to-end, with clear evidence of contribution to pipeline and revenue
- Experience running or contributing to account-based marketing (ABM) programmes
- Practical experience with HubSpot or an equivalent CRM / Sales / Marketing automation platforms, including workflows, landing pages and reporting
- A working understanding of paid media/SEM and how it supports demand generation activity
- Strong analytical skills, comfortable using data and campaign metrics to inform decisions and report on performance
- Excellent written and verbal communication skills, and confidence collaborating with Sales, Product and Commercial teams as well as the wider marketing team
- Highly organised, with strong planning and prioritisation skills and the ability to manage multiple campaigns and deadlines at once
- Commercially minded and passionate about how marketing activity translates into pipeline and revenue
- Have a keen eye for detail
- Have pride in your deliverables
- Good at working independently and as part of a team
- Are flexible, self-motivated and calm under pressure
- Have a commitment to personal development
- Have the right to work in the UK

Desirable

- A marketing qualification – Degree or Professional Qualification (e.g. CIM)
- Experience with account-based marketing platforms or sales enablement/employee advocacy tools (e.g. So Ampli, Jam7)
- Exposure to AI-assisted marketing or design tooling
- Experience working with external agencies
- Event or webinar planning experience

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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.

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

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!