



# Job Description: B2B Marketing Manager

## Summary

- Permanent, full time (part-time may be considered for exceptional candidates)
- Fully remote working
- £42,000 per annum
- Applications to [felicity.milne@futuretalentlearning.com](mailto:felicity.milne@futuretalentlearning.com) by **10th January 2025**

## About Future Talent Learning

Future Talent Learning is a purpose-driven and award-winning organisation focused on providing better workplace learning for a better working world. We are passionate about transforming learning experiences for managers and leaders. We work with a wide range of blue-chip mid-size companies and large enterprise organisations in all sectors and industries, all over the world.

We specialise in leadership and management development, offering innovative experiential learning experiences which include apprenticeships and commercial learning opportunities. The business has revenue of £2.7m with strong growth ambitions and potential. We are a team of around 36 people.

## The role

We're looking for an experienced B2B Marketing Manager who can deliver our B2B marketing plan, lead on key marketing activities day-to-day and help shape our marketing strategy ongoing as we go through an exciting period of growth. Working closely with the Chief Marketing Officer, Sales Director and external agencies, the Marketing Manager will be an integral member of the organisation, responsible for marketing-driven lead generation and the day-to-day management of our marketing channels.

The Marketing Manager will:

- Work closely with the Chief Marketing Officer to execute the marketing strategy and plan, turning principles and priorities into time-bound, measurable actions to drive brand awareness, purchase consideration and lead generation.
- Monitor and optimise marketing channels to meet KPIs and update dashboards and stakeholders as required.
- Monitor day-to-day budget spend and optimise to maximise ROI.
- Liaise with external agencies day-to-day to ensure maximal return on agency spend.
- Produce high quality copy, visuals, videos and sales collateral.
- Build marketing emails and CRM flows, aligning with Sales team activities to ensure a coherent and effective lead/customer journey.
- Manage organic and paid social media activity - primarily LinkedIn.
- Manage PPC and other digital marketing activities.



- Support with other marketing and comms channels such as events, partner co-marketing and PR as required.
- Generate new ideas for marketing activities and tools in line with business priorities.
- Contribute to driving a culture of continuous improvement across the business, identifying areas of improvement to maximise efficiency.

## The candidate

The role has lots of autonomy with an opportunity to really make a difference and to grow as the company grows. If you want to make your mark and are ready for your next opportunity, we'd love to hear from you.

The successful candidate will be able to demonstrate the following qualities:

- B2B marketing experience, including lead generation activities and the interaction between sales and marketing in the customer journey.
- Hands-on experience using CRM systems, ideally HubSpot.
- Excellent copywriting skills - strong spelling, grammar and attention to detail are essential.
- Basic design skills (e.g. Canva) for producing social media posts, sales collateral, marketing emails and more.
- Ability to build and write high quality marketing emails.
- Experience working with agencies in a fast-moving environment.
- Experience running LinkedIn activity, ideally including paid adverts.
- A good understanding of PPC, including Google keywords and display adverts.
- Ideally some understanding or experience of other marketing channels, including content production, brand management and PR.
- Willingness to work in a highly agile, fast-changing environment and demonstrable ability to learn quickly on the job. Future Talent Learning is an established business with a start-up/growth mentality.
- Future Talent Learning is a highly collaborative and entrepreneurial organisation and you will need to be able to work in an agile, credible and supportive way with all internal stakeholders to be effective in your role.

## Why work for us

Future Talent Learning is powered by people who believe that developing human performance drives business performance. Developing a culture where people feel they belong enables us to build a diverse team. We want our people to bring their best selves to work and we know that can only happen if we create an inclusive environment.

We also strive to achieve a healthy balance between productivity and wellbeing, so our business can remain ambitious while we can enjoy both our work and our personal lives. We work remotely, with flexibility to create this balance so that work 'works' for us and the significant people and pets in our lives. That's why our staff benefits focus on developing our employees, creating a sense of belonging and staff wellbeing. We offer:



- 25 days of annual leave plus 3 days off between Christmas and New Year
- A 4-day week on full 5-day pay, following a 6 month period of probation
- Fully remote working allowing some flexibility in working hours
- Stakeholder pension scheme
- Access to free therapy sessions provided by Spill
- £150 annual book budget
- £100 work from home set up budget
- In-person company socials (Christmas & Summer)

## How to make your application

Please send your CV and a cover note to [felicity.milne@futuretalentlearning.com](mailto:felicity.milne@futuretalentlearning.com) no later than **10th January 2025**.

All applicants will receive an outcome to their application. The recruitment for this role will include 1-2 video call interviews and may include a written task that's relevant to the position. If invited to the next stage of the process with us, you will be given full details then.

We look forward to hearing from you.

## Building inclusivity into our recruitment processes

We know that inclusivity leads to a wider range of people being able to work with us, makes for more meaningful working relationships and will help us develop a more robust and profitable business.

We are an equal opportunity employer and believe in the power of a diverse, inclusive team. We welcome all applications from all suitably qualified people, regardless of race, sex, disability, religion/belief, sexual orientation or age.

We are always working on building accessibility into our interview processes. However, if there are adjustments to the recruitment process that would help you shine, or if you have any particular requirements at any stage of your journey with us then please let us know. Please contact [felicity.milne@futuretalentlearning.com](mailto:felicity.milne@futuretalentlearning.com) to discuss this.