

# JOB DESCRIPTION



## B2B Growth Marketing Specialist

We are searching for an experienced B2B Growth Marketer to join our growing business building a range of innovative software product. You will be responsible for developing demand generation campaigns/programs to increase B2B sales volume.

The role will work closely with the rest of the sales, marketing, and product teams as Xara is aggressively expanding our products and customer base. Xara has always been a remote first company with meeting point offices in Berlin and Hemel Hempstead UK. We offer a market competitive salary based on experience + stock option opportunities.

### **Key Responsibilities:**

- Develop demand generation campaigns/programs focused on driving B2B pipelines to accelerate the customer journey and increase sales volume
- Collaborate across the marketing team to develop and execute integrated demand generation campaigns including email marketing, social media, webinars, events, direct mail, inside sales, and content marketing to drive qualified pipeline and accelerate buyer's journey
- Own the process of creating, testing, and deploying emails through the marketing automation system for both marketing and client communications
- Build key campaign assets and content, including, but not limited to, landing pages and microsites, email communications, social content, informational whitepapers/one pagers
- Test, measure, and optimize campaigns through various techniques including A/B testing, personalization, creative, timing, and targeting
- Track and analyze campaign results, measure program success, and report metrics to illustrate campaign performance (ROI). Recommend improvements based on results.

### **Essential Requirements:**

- 2+ years experience performing top of funnel marketing strategies (bringing B2B qualified traffic to web properties)
- Part of a demand generation team that supported B2B sales
- Experience with Marketing automation platforms like HubSpot, SendInBlue, and Google Analytics & AdWords
- A clear comprehension of SaaS KPIs and metrics
- Planned multi-channel campaigns for either current customers or prospects
- Excited by working in an ever-evolving and fluid solution focused environment
- Excellent written and verbal communication skills in English