



Job Profile	
Job Title:	Marketing Campaign Manager
Reporting:	Marketing Department based in the UK

Main purpose of the Job
We are seeking a self-motivated and detail-oriented Marketing Campaign Manager to join our dynamic marketing team. The ideal candidate will be responsible for developing, coordinating and executing marketing campaigns, liaising with key stakeholders and maintaining marketing data. This role requires a proactive individual with strong organisational skills and the ability to work autonomously and collaboratively with different teams.

Minimum Requirements	
Experience	Qualifications/Certifications
<ul style="list-style-type: none">5+ years in B2B, professional services marketing, preferably in the IT industry	<ul style="list-style-type: none">A bachelor's degree in Marketing, Business Administration, Communications, or relevant experience is required.

Main Job Responsibilities
<ul style="list-style-type: none">Campaign creation and execution: Working closely with the UK-based marketing team, assist in the creation and execution of marketing campaigns to promote Cloud Essentials and Salient Discovery.Content curation: Organise, curate and project manage the production of marketing content and collateral, ensuring alignment with the brandContent creation: Draft compelling content for webinars, emails, social media, advertising etc., as well as commissioning and managing graphic designers, and overseeing proofing/approval process.Campaign coordination – webinars and events: Schedule and manage the webinar/event registration process, monitor bookings, drive invites through the sales team, coordinate sessions on the day, and follow up on post-webinar/event plans and allocations.Campaign coordination – digital: Take responsibility for publishing web content and social media (LinkedIn and X), creating and managing email marketing lists, setting up and sending out digital marketing communications (monthly newsletter, event invitations etc.)CRM System Management: In conjunction with sales, maintain accuracy on EngageBay (Cloud Essentials)/ MailChimp (Salient), working together to develop optimum processes for tracking and overseeing lead/prospect tracking and list management. Creating and reporting on outbound and nurturing email marketing campaigns, using automation and dynamic content builds, where appropriate.Partnership marketing: Maintain oversight of the Microsoft Partner portal to ensure listings remain accurate and participate in other marketing partnership activities, as required.Account Based Marketing: Support ABM activities through background research and insight-gathering, as appropriate.



- **Marketing reporting:** Take responsibility for generating KPI reports (gathering insights into digital comms engagement, social media metrics, webinar attendance, event leads), as well as tracking progress towards marketing team OKRs, and helping to track lead provenance in the sales pipeline.
- **Internal marketing:** Act as the marketing team's eyes and ears on the ground in the South African office, spotting opportunities to help colleagues align with the brand. (Brand police!). Assist in onboarding new colleagues, and maintain the marketing team's shared folders to ensure the latest marketing collateral is signposted and easy to find for all.

Competencies			
General Knowledge	Company Specific Knowledge	Skills	Attributes
<ul style="list-style-type: none"> • Good understanding of marketing principles and campaign processes • Familiarity with digital and traditional marketing channels • Familiarity with technical topics (Microsoft ecosystem/eDiscovery), a definite advantage • Strong written and verbal communication skills • Some exposure to CRM and marketing automation tools (e.g., HubSpot, Mailchimp, EngageBay) • Confidence in content creation, event coordination, and campaign tracking • Awareness of brand consistency and customer engagement 	<ul style="list-style-type: none"> • Basic proficiency with CRM systems (EngageBay/MailChimp) or similar marketing platforms • Comfortable working within Office 365 tools (Word, Excel, Teams, Outlook, SharePoint) • Confidence managing vendor/agency coordination • Comfortable managing internal processes for approvals, campaigns, and reporting • Contributes to team meetings and cross-functional collaboration • Comfortable working with remote teams and maintaining strong communication with a manager based in the UK 	<ul style="list-style-type: none"> • Campaign execution (emails, social posts, internal comms, landing pages) • Social media creating, scheduling and basic analytics • Content creation (blogs, graphics, emailers) • Time and task management • Attention to detail in proof reading, scheduling, and brand alignment • Willingness to learn and adapt to digital tools and data interpretation • Team collaboration and responsiveness to feedback 	<ul style="list-style-type: none"> • Clear communicator • Customer-focused mindset • Detail-orientated and process-driven • Organised and reliable • Self-starter, able to work autonomously • Eager to learn, curious, and coachable • Positive and enthusiastic • Adaptable and resilient in a fast-paced environment • Ethical and trustworthy • Proactive attitude and willing to take ownership of assigned tasks • Respectful and confident in team environments • Proactive communicator in remote team settings • Self-disciplined and accountable when working independently