

Job Title: Global Strategic Marketing Manager

At Digital Theatre, the world's leading digital performing arts education company, we believe the arts are for everyone, not just the few. Using the power of technology and the passion of like-minded people, we want to put live performance from the world's leading theatres into every classroom across the globe, accompanied by a range of invaluable educational resources for secondary schools and higher education.

We're looking for an enthusiastic, data-driven marketing manager to build and own our global lead generation effort. You will be passionate about developing creative marketing campaigns and resources that excite educators to talk with our sales consultants and subscribe to our cloud-based digital learning resource, Digital Theatre+. Working with your Marketing Executive and members of the Content Marketing, Sales, Education Publishing teams, you will architect a multi-channel marketing strategy that drives qualified sales leads and supports the inside sales teams outbound sales efforts.

This is a role with challenging lead generation and revenue targets and a high level of responsibility and autonomy within a fast-paced environment and high-growth company. This position is based in London, England and reports directly to the VP of Global Sales.

In the role, you will get to:

- Plan and execute all aspects of lead generation marketing to the K-12 and post-secondary markets across the globe, including email marketing, marketing website, SEO, social media, webinars, sales collateral, and other initiatives that drive brand and product awareness, inbound leads, and sales.
- Develop and execute short- and long-term lead generation strategies.
- Work with the Content Marketing team to design and produce targeted email campaigns, webinars, and website landing pages that engage, inform, and motivate prospects into and through the sales funnel. Localize and optimize sales/marketing messaging across the globe.
- Develop and evolve the sales enablement toolkit - sales collateral, explainer videos, presentations, testimonials, and case studies.
- Work closely with the sales team to help them understand the purpose, use, and timing of each marketing program.
- Assist in the building and maintaining of sales and marketing data.
- Secure and optimize strategic co-marketing partnerships that drive product awareness and sales leads.
- Lead/conduct market research to assess customer needs and expectations, market conditions, key funding sources, competitive landscape, and other relevant factors.
- Capture and evaluate customer input and sales team feedback through surveys, focus groups, online communication, and direct interaction.
- Capture, report, and leverage data analytics to inform marketing strategies.
- Measure performance of all commercial marketing activities in HubSpot CRM, tying lead generation performance to sales and assessing against goals/KPIs.

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- Create and regularly produce reports for the company that explain the progress of each marketing program and effect on the sales funnel. Use data to show program results and recommendations for program improvements.
- Brainstorm new and creative lead generation strategies.

You should apply if you have:

- 3+ years of digital marketing experience with a proven track record planning and managing marketing pipeline generation, including managing campaigns from concept to ROI analysis.
- Mastery of HubSpot marketing automation and analytics.
- Strong analytical skills; including experience reviewing performance results and making recommendations for future actions
- Drive to continuously hit goals and deadlines.
- Experience managing a marketing budget.
- BA/BS degree
- Great presentation and communication skills.
- Experience of working in a fast-paced environment.
- Enthusiasm for challenge and change.
- A good, current understanding of the US and UK education markets, and the ability to continually update that understanding, would also be an advantage.

Not sure if you should apply?

Job descriptions often feel like they want the moon on a stick. We'd love to hear from you if you care about education and theatre, and have great ideas for sharing our resources with teachers around the world. We are building a balanced team in an inclusive environment and we welcome applications from all.

Our benefits include 25 days holiday (plus bank holidays and an additional day off on your birthday), a Wellness Wednesday morning off each month, enhanced maternity/paternity leave and a social committee that runs an end of year retrospective as well as organising a variety of culture-building events.

To apply, please send your CV to hire@digitaltheatre.com. We'd love to hear from you.