

Marketing Automation Manager – Informa Agribusiness Intelligence

Informa Business Intelligence currently has an exciting opportunity in our London office for a talented Marketing Automation Manager. We are an expanding global business, offering an excellent opportunity for a career-driven Marketing Automation Manager looking to establish a fruitful career in a market leading and ever-growing company.

The Role

Reporting into the Head of Marketing Communications, you will lead the email marketing strategy across the vertical, ensuring that the business vertical's marketing strategy is turned into effective, customer-facing CRM & Email tactics. You will:

- Understand customer journeys and buying cycles, creating campaigns which align to these
- Improve and demonstrate marketing's contribution to pipeline and revenue through expert knowledge and implementation of marketing automation
- Champion best practices and support adoption across the vertical sales, client services and marketing teams to ensure they are using marketing automation to its full potential
- Lead the vertical marketing automation team and manage the creation and implementation of the CRM & Email channel strategy
- Review, adapt and evolve performance to drive a higher return on investment.

The ideal candidate will possess the following:

- Bachelor's level education or equivalent
- Expert on using Marketing Automation (ideally Oracle: Eloqua)
- Strong background in lead generation programs, email marketing best practices, and inbound marketing is crucial, along with experience improving marketing and sales alignment through continuous business process improvement.
- Strong digital marketing background and understand of each changes impact on the marketing funnel
- Expert on email marketing best practice
- Experience in Marketing Operations with experience with email campaign execution, A/B testing, segmentation, and reporting
- Experience of database management, utilizing all aspects of the promotional mix across marketing media
- Highly organized, methodical and process-driven, demonstrating a drive to improve internal processes whenever possible
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Technically capable, excellent communicator and a desire to improve processes.
- Creative thinker, with an ability to use data to inform all decisions.
- Able to deal with ambiguity and work in a matrix organization, adaptable and flexible

This is an excellent opportunity for an experienced Senior Marketing Executive or Marketing Manager who enjoys the fast-paced nature of marketing. It's a great role for someone to progress and lead the marketing automation processes for a leading brand in an organisation with fantastic career development opportunities.

About Informa

There has never been a more exciting time to join Informa. Informa Business Intelligence, part of the wider Informa group, is a FTSE 100 global digital publishing company providing market intelligence, news and analysis, bespoke consulting services, industry events and specialist online training to millions of customers worldwide. If this sounds like you [APPLY HERE](#).

