

Unleash the potential in people.

Job Title: Marketing Operations Analyst

Location: Remote

Reporting to: Rev Ops Manager

Job purpose:

- Be the point person for owning the marketing tech stack
- Optimisation of existing functionality within the platforms
- Audit and review of new technology to drive efficiency and effectiveness of the marketing department
- Integration of MarTech solutions to expand the use-cases and functionality of the solutions
- Ensuring Governance within the platforms
- Reporting and Analytics to senior leaders
- Provide insights into the business, highlighting areas for improvement, expansion and continued success using the company's dataset.
- Coordinate with the marketing function on the execution of trackable campaigns using HubSpot
- Identify market trends and business topics via 3^d party research and implementation of best practice.
- Improve and Optimise lead generations from activity within campaigns by measuring conversion ratios and areas of improvement,
- Track Lead lifecycle and conversion rates from inquiry to sale using a range of Marketing automation Systems, Including Marketo and Eloqua.
- Work with Marketing to develop well-defined Account Based Marketing Activity, Plans and Leads.
- Set KPI's and take responsibility for the performance and analysis of lead generation campaigns, with optimisation, analysis, and data to recommend targets.

The Role

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What We're Looking For

- A result-orientated, self-motivated, and strategic individual who is dedicated to process improvements.
- Experience using Hubspot Marketing and building automations within the platform
- An expert in setting up tracking across multiple channels and technologies
- Confidence in managing technical aspects of key marketing systems used to generate, distribute, and report on leads.
- Knowledge of lead attribution tracking to enable us to get a full picture of the buyer journey
- Producing and maintaining metrics reports on marketing and sales activities, effectiveness, and business impact

The Skill Set

- HubSpot experience: you know how to update data, navigate standard objects, build lists and workflows, function as a certified administrator etc. HubSpot Marketing Certification strongly preferred.
- Strong experience in using and managing Google Tag Manager
- Problem solving mindset; enjoys working through challenges
- 2+ years' experience managing MarTech within the SaaS Industry ideally
- Analytical, eye for detail
- Knowledge of marketing technology and enthusiasm in searching for new technologies to build our marketing tech stack.
- Strong organisational skills and business acumen with the ability to handle multiple projects independently end-to-end.

Benefits:

- 25 days holiday rising with service
- Birthday holiday
- Pension
- Private Medical
- Perkbox
- Annual bonus based upon personal and company performance
- Free gym based in Bristol
- Continued professional development

Life at Kallidus

People are at the heart of everything we do and the key to our success, so it's important that we recruit more amazing people who share our values.

Curiosity, integrity, collaboration - these are the values we live by and you'll see them everywhere at Kallidus. You need to be driven to ask questions and to find out *why*. You need to be true to your word and do the right things for the right reasons. And you need to be proud to be part of something bigger; working with others will come naturally to you.

We are Kallidus

As one of the UK's fastest growing software companies, we create outstanding products and deliver market-leading customer experience.

Our solutions support the entire employee lifecycle, from recruitment to training to performance management; we improve the performance of both individuals and the organisations they work for. And with more than 40 industry awards, we believe our software is the best in the industry.

Right now, we're in hyper-growth and we're growing from around 150 people to 500 over the coming years. With any number of career paths waiting for you, this is a fantastic opportunity to develop your career. Are you ready to unleash your potential?