

## Marketing Manager (Maternity Cover)

Position Location: **London**

Are you a confident, self-motivated marketing professional looking for a new challenge? Do you have at least 3 years' marketing experience within a B2B technology marketing environment? Do you have good design and creative skills? Have you previously worked for a fast paced start-up? This Marketing Manager position may be just what you are looking for!

A global software technology company is looking for a Marketing Manager to join their team as a maternity cover role for 6-12 months. Based in our London office, the Marketing Manager's main responsibilities will be planning and executing online and offline marketing campaigns that drive engagement, lead generation and sales throughout the full funnel.

### Responsibilities

- Working closely with the Marketing team to drive and deliver tailored and effective campaigns, projects and events
- Create and manage digital marketing campaigns across owned and paid social media
- Campaign reporting and analysis, using information to inform future campaigns
- Assisting with the creation and execution of business and developer-focused events with new and existing clients/prospects
- Creating content for website, blogs, emails, newsletters, printed collateral and our social platforms
- Working closely with technical teams, product managers and partners to create accurate product / market focused marketing content
- Managing the delivery of our sponsorship / presence at 3rd-party trade-shows / conferences
- Manage and liaise with 3rd-party suppliers (Design, Web, Merchandise suppliers, Print suppliers, Couriers etc.)

### About you

- 3-5 years B2B marketing experience gained within a software or technology industry- ideally working with a developer audience
- A startup attitude, ability to work autonomously and hit the ground running
- Strong digital marketing skills across digital marketing including analytics, demand gen and paid advertising
- Planned and executed professional events - from small business breakfasts to largemtrade show appearances
- Great copywriting skills - can you describe yourself in 140 characters?
- Being flexible working with distributed teams across multiple time zones
- Proficient in Creative Design suite – Photoshop, InDesign, and Illustrator (all essential) would be advantageous

### About your team

You'll work within the Marketing Team which consists of the VP of Marketing (based in San Francisco), Senior content lead (based in Mexico) and a Senior Marketing Manager (based in London who will be going on maternity leave), and you'll work closely with other areas of the business - Engineering, Product, Developer Experience to create the magic! We're all a friendly, easy-going bunch of people :)

### About Weaveworks

Weaveworks is an Accel Partners and Google Ventures backed startup with offices in San Francisco, London, and Berlin. We are committed to open source and cloud-native software. Weaveworks is a family friendly company that believes in and is committed to equality - we offer flexible working hours, vacation and parental leave. We encourage a good work-life balance.

If interested please email [pr@weave.works](mailto:pr@weave.works) to apply.