

Role: Campaign and ABM Manager (12-month FTC)
Team: Marketing
Package: Pension, Unlimited leave, Flexible working
Location: London / Office based
Salary: up to £40k

This is a fantastic opportunity for a marketer to join an award-winning company, which is breaking new ground in developing people through vocational learning i.e. apprenticeships. Corndel works with some of the UK's largest and most high-profile businesses, delivering a range of government-funded and commercial development programmes, including Leadership and Management, Data Analytics, DevOps, and Software Development

Corndel has grown exponentially since its inception in 2017, through a proven strategy of targeted relationship building with Talent/Learning, Diversity & Inclusion, Early Careers and data-driven decision-makers at large corporates across a range of industries.

The role:

Corndel has ambitious plans to continue its growth trajectory through 2022 and beyond. The role of the Campaign & ABM Manager is to work with directly the CMO and a marketing team to engage and nurture target accounts through the design and delivery of multi-channel ABM campaigns, working in close collaboration with the Account Management team.

The focus will be on raising Corndel's profile among our existing senior apprenticeship and commercial training decision-makers; engaging them with relevant, insightful content and compelling cross-sell opportunities to (re)engage with us. You will have a good understanding of the role marketing communications needs to play within a business and be keen to demonstrate its value.

Responsibilities

Reporting into Corndel's CMO, you will:

- Be responsible for maximising revenue in key markets by partnering with regional sales teams to generate pipeline, accelerate existing opportunities and support growth, into strategic accounts.
- Plan, design and manage in/outbound marketing and activities targeting key accounts and demand generation initiatives.
- Create and deliver integrated ABM marketing plans that have a strong emphasis on driving pipeline generation and accelerating existing opportunities, adopting a 1:1, 1:few or 1:many approach where necessary
- Develop an understanding of our buyers, their challenges and needs, through ongoing research and strong relationships with sales
- Collaborate and partner with marketing peers on campaign concept, content requirements and digital marketing to ensure alignment, effective use of resources, and consistency with brand requirements

- Identify opportunities to improve campaign and ABM effectiveness by measuring and reporting on the success of marketing campaigns. Make data-driven decisions to improve future campaign performance and support overall pipeline generation and revenue goals.
- Creation and publication of sales enablement material in line with marketing plans.
- Co-ordinating marketing campaigns with Sales, Business Development, Brand Marketing, Digital and Content teams.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives and performance against account prioritisation and progress.
- Understand a range of techniques including workflows through marketing automation, sales navigator and LinkedIn outreach, account development tracking

What we're looking for:

- Significant B2B ABM marketing experience.
- Experience developing and executing integrated marketing campaigns using a variety of digital tactics for pipeline generation
- You are a self-starter, autonomous, results-driven B2B marketer who can confidently manage and prioritise your own workload - all while keeping stakeholders informed and bought in to your approach
- Previous experience working closely with Sales teams and stakeholders across the entire buying journey, from pipeline generation and deal acceleration to revenue
- Excellent communication skills including the ability to develop, and repurpose, written sales and marketing copy and articulate key business drivers to multiple personas
- Strong commercial acumen and a data driven mindset, with the ability to draw insights and act on findings
- A starter-finisher who can manage the hands-on delivery of campaigns
- Strong copywriting and proofreading skills
- Excellent verbal and written communication skills, with an eye for detail
- Someone with a can-do attitude who is comfortable working in a start-up, entrepreneurial culture
- A creative thinker with the ability to create engaging campaigns
- Experience of using a CRM (Hubspot or similar) to inform and manage campaigns is a plus, not compulsory

Corndel is committed to building a brilliant team that is inclusive in its culture, and values diversity so that we can best serve the needs of the learners and clients that we support. We strive for equality of opportunity in all that we do and actively encourage applicants from all groups and backgrounds to apply for this role.

About Corndel:

We deliver transformative professional learning for leading UK businesses, focused on the core corporate competencies which provide strategic advantage.

We currently deliver six professional development programmes: Data Analytics, Leadership and Management, Project Management, DevOps Engineering and Software Development.

We have grown by targeting some of the UK's largest employers and delivering scaled programmes across their management and professional workforce.

Our clients include ASDA, Credit Suisse, Legal and General, Marks and Spencer, AIG, Joules, Kier Group, Royal Mail, G4S, Wates, Macmillan Cancer Support and the NSPCC. We are targeting some of the largest businesses in the UK, including major players in financial services and technology.

We have differentiated from the market by a quality offer focussed on professional coaching and original content. We offer the most competitive salaries in the wider apprenticeship industry and the opportunity to be part of an exciting and ambitious high-growth business.

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