



# Digital Marketing Manager



## Digital Marketing Manager (DMM)

**Location: UK Wide (Leeds office based/Home based with some travel to the Leeds office)**

**Full time**

### About the role

Reporting to the Commercial Director and supported by the Sales & Telemarketing Executive the DMM will be responsible for developing and executing on strategic, target marketing plans that drive demand for Xalient's solutions and services.

The DMM will have a broad understanding of the industries best marketing practices within the ICT Communication B2B sector with an awareness of services both professional & managed.

Culturally comfortable in challenging conventional thinking, you'll drive innovative strategies supporting Xalient's growth plans producing engaging content that enlighten and support customers on their digital transformation journey.

### What we offer

Offering a competitive salary and the ability to be a strategic part of the organisations accelerated growth strategy.

Xalient's culture is one of empowerment and work-life balance, therefore the successful candidate will apply business sense to the amount of travel required into our main Leeds city centre Network Ops Centre.

### What you'll be doing

- Develop strategies, plans and programs to target and engage high-value prospect accounts in support of sales revenue targets
- Design, build, measure and optimise global demand generation programs
- Work closely with sales and marketing to align on marketing strategies and programs to engage target accounts and support sales teams

- Plan and execute targeted campaigns to engage high value prospects to help move them through the sales funnel
- Partner closely with the sales teams to develop a plan that support company targets, with responsibility for meeting quarterly SQL and ABM targets
- Work with partner organisations to develop joint demand generation programs

### **What you'll need**

- A minimum of 5 years Digital Marketing experience within the tech B2B tech sector , combined with a proven ability to develop strong partnerships with sales leadership.
- Previous experience designing, delivering, and optimising best-in-class targeted lead generation programs for a B2B audience
- Self-motivated, innovative thinker, energetic, and able to manage under pressure meeting tight deadlines whilst demonstrating drive and positivity
- Excellent communication skills (verbal, written and listening) Self-motivator, results and quality orientated, good organisational skills, attention to detail, positive helpful attitude
- Ability to learn and develop new skills whilst showing that you can prioritise work efficiently and productively and manage your time well.
- Challenges the status quo to create value for the organisation and our customers. Recognises and embraces change, seeking opportunities for continuous improvement

### **Competencies:**

- Achievement Orientation -The determination to perform at the highest standard, aiming to exceed norms and expectation.
- Communication – The ability to speak and write so as to be clearly understood by others, using appropriate vocabulary, grammar and style.
- Initiative - The willingness to move things forward by taking action without needing to be asked and without due escalation.
- Methodically organised with inherent initiative - The ability to marshal and manage resources (people, funding, materials and support) to achieve a project or task. Able to manage own time efficiently and to handle multiple activities in parallel to accomplish the goals.
- Relationship Building – The ability and willingness to develop a range of productive relationships both inside and outside the team

**Xalient Holdings Ltd**

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