

Campaign Marketing Manager

Location: London

Rosterfy is a global leading, end-to-end volunteer engagement platform. We exist to connect communities to events and causes they are passionate about.

We are rapidly growing with clients across APAC, the USA, Asia and Europe. Our SaaS platform powers mass volunteer programs across the globe including Not for Profits, local government, sports and events to recruit, retain, reward and train their volunteers.

We're proud to support some of the most well-known organisations in the charity space such as the Red Cross, Oxfam and the British Heart Foundation.

We've also been the volunteer management platform for 7 consecutive Super Bowls and the Fifa World Cup in 2022.

Originating from Australia, we have offices in Melbourne, Sydney, London and Denver. Our vibrant, inclusive and passionate team is driven to unite the world around volunteering and communities globally.

Role Responsibilities

The Campaign Marketing Manager will be responsible for managing the email marketing campaigns for Rosterfy - a SaaS business providing volunteer management software for Charities, Non-Profits and Sporting Federations.

This role will be an important part of the marketing team providing a link between the sales and marketing teams. You will use Hubspot to design and execute email marketing campaigns that effectively engage with our target audience, which could include prospects and current customers.

You will be expected to not only execute the email marketing processes and workflows but also create content to use in the marketing campaigns such as blogs, whitepapers, video content and more.

Key Activities:

- Design, Develop and execute email marketing campaigns that our target audience will find engaging.

- Generate leads through nurture campaigns throughout the complete lifecycle of a customer.
- Content creation to support sales enablement such as but not limited to, case studies, presentations, slide decks, video content and product marketing.
- Work closely with sales and marketing teams to come up with new and exciting content.
- Form relationships with the technical and product teams to understand recent product developments.
- Monitor and report on email campaign performance, open rates, click-through rates, conversions and revenue attribution.
- Continue to optimise email campaigns based on data and insights to improve their overall effectiveness.
- Stay up-to-date with email marketing best practices and trends to ensure Rosterfy remains on the cutting edge of digital marketing.

Requirements:

- Minimum of 3 years in an email marketing and marketing automation role
- Previous experience in content marketing and content creation
- Experience using Hubspot to design and implement email marketing campaigns
- A proven track record in audience segmentation and personalization.
- Entrepreneurial spirit towards taking ownership of your function in the marketing team.
- Excellent communication and collaboration skills with the ability to work across multiple teams.
- An obsession with detail and quality
- The ability to work in a fast-paced technical environment

Role based:

Hybrid role working 2-3 days per week in our London Bridge Office.