



JOB DESCRIPTION

Marketing Manager

REPORTING TO	CMO / CEO
LOCATION	London / Nottingham UK, hybrid, 3 days per week in one of the offices
DIRECT REPORT	Events Coordinator
SALARY	From £55,000, depending on experience

About arum

Technology is the investment. We're the return.

For 28 years, arum has helped banks, governments and the world's largest brands realise the full value of technology, AI and data across collections and recoveries.

We work across the full technology lifecycle: advising on strategy and requirements, procuring the right technology, implementing it successfully, rescuing stalled programmes and optimising what's already live.

Headquartered in the UK, we've delivered 500+ engagements in 23 countries, working across banking, retail, utilities, DCA and BPO, debt purchase, buy now pay later and government sectors.

Purpose of role

- To lead the evolution of arum's marketing function into a modern, digital-first, data-driven engine for pipeline and brand growth.
- To build and run multi-channel digital campaigns that generate a targeted, well-qualified pipeline against arum's Ideal Customer Profile (ICP), working hand in hand with the sales team.
- To be the guardian of the arum brand, ensuring every piece of external communication reflects our brand personality, visual identity and tone of voice.
- To bring AI-enabled production tools into everyday marketing delivery, increasing the speed and quality of campaign and content output.
- Test and learn ever-improving CAC via targeted performance media, combined with growing conversion of organic and CRM traffic.
- To lead the Events Coordinator and oversee arum's events and webinar programme, and to coordinate internal communications across the business and support articulation of ROI.

Key responsibilities

Digital campaigns & pipeline generation

- Own and execute a multi-channel events & digital marketing strategy (paid and organic: LinkedIn, SEO/GEO, email, web) that builds a targeted prospect pool at the top of the sales funnel.

- Work in close collaboration with the sales team to design ICP-targeted campaigns, lead scoring and nurture journeys that convert marketing qualified leads into sales pipeline.
- Plan and manage the always-on content and campaign calendar across paid, owned and earned channels.
- Own marketing automation and CRM platforms (e.g. HubSpot or equivalent) to run nurture sequences, proposal follow-up workflows and attribution tracking.

Brand, content & AI-enabled production

- Act as guardian of the arum brand: review and sign off all client-facing material to ensure alignment with brand and tone of voice.
- Use AI production tools to accelerate content, campaign asset and proposal creation, and to keep quality high at pace.
- Oversee development of marketing collateral, thought leadership content and website/CMS content.
- Act as the point of contact for press enquiries and build relationships with media and industry publications.

Events & internal communications

- Manage and develop the Events Coordinator, overseeing arum's annual calendar of industry events and webinars.
- Coordinate internal communications, keeping the business informed and engaged with company updates and marketing activity.

Reporting, budget & operations

- Measure, analyse and report on campaign and channel performance against strategic marketing OKRs, including MQLs, pipeline contribution and ROI.
- Manage the marketing budget, tracking spend and value across campaigns, events and suppliers.
- Manage relationships with third parties such as design agencies, printers, event partners and trade publications.
- Oversee market research and customer satisfaction / NPS measurement.

Key skills & experience

- Proven track record in digital marketing leadership, ideally within a B2B or professional services environment.
- Hands-on experience with marketing automation and CRM platforms. Experience with HubSpot and campaign tools that are ready to hit the ground running is desirable.
- Experience using AI-enabled production tools within a marketing function.
- A track record of working closely with sales teams on ICP-led, pipeline-generating campaigns.
- Line management experience, with the ability to lead and develop a direct report.
- Strong stakeholder management, budget management and analytical skills, with the ability to translate data into action.
- Excellent verbal and written communication skills in English, with exceptional attention to detail.
- Initiative, enthusiasm, and a results-driven approach.

Rewards

- Salary from £55,000, depending on experience
- Discretionary bonus
- Pension