

Job Description

Job title: Marketing Manager

Team: Genie Shopping Network Team

Purpose of role:

Genie Shopping Network (GSN) is an exciting new business within the Genie Ventures organisation. This is a great opportunity to get involved in the early stages of a fast-growing business unit within a successful e-commerce technology business. We work with leading online retailers to drive valuable new customers for them through the Google Shopping CSS programme across Europe, and are rapidly becoming one of the top affiliate companies in the UK.

This is a brand new role that has never existed in the team before. This role will support the team through marketing activity that generates incremental opportunities with both new and existing clients and elevates Genie Shopping's profile in the UK and European online marketing landscape. The successful candidate will have the opportunity to shape the digital marketing and events strategy from the ground up, with a dedicated budget plus the potential for management responsibility as the team grows in future years.

We are proud of the business we've created in a short space of time and very excited about the future growth opportunities. You'll have a passion for marketing, championing the voice of the customer and raising the profile of Genie throughout the industry as our business undergoes rapid growth this year. A strong understanding of the affiliate industry and/or B2B marketing experience is highly desirable. We're a distributed-first company, so this role will work remotely based from home with frequent visits to our Genie HQ in Cambridge. Flexibility to travel from time to time and attend events is required and additional European languages would be a bonus.

Key Responsibilities:

New business marketing

- Develops a clear value proposition for GSN, understanding the various audiences for clients that drive profitability and using their profiles to drive targeted marketing.
- Owns the process of highlighting the impactful work done by Genie to the industry, leveraging the data and relationships we have in Account Management to create best-in-class case studies and testimonials.
- Create the right processes to monitor all marketing and events activity back to their success in generating new business opportunities.
- Ownership of the GSN marketing budget, determining the most effective use of resources and is effectively able to forecast future performance as a result of investment.
- Shares in the gross profit target for the new business team, creating a pipeline of inbound leads from marketing activity to facilitate the team achieving the target.
- Keeps an up-to-date view of competitors and the marketplace, communicating developments with the wider team and leveraging these to define Genie's USPs.

Partner marketing

- Creates close working relationships with our affiliate network and agency partners, participating in their events and leveraging opportunities for co-marketing and PR.

This role profile outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.

- Collaborates with the Head of Strategic Accounts to identify strong partnerships across the industry to undertake co-marketing, such as complementary affiliate businesses.

New business events

- Works with the Head of Strategic Accounts to identify and participate in the most impactful industry events, creating a test event schedule with the aim of meeting decision-makers from top UK and European retailers.
- Coordinates all of Genie's presence at events, owning the materials and content to be delivered and project managing participation from across the wider Genie team.

Email marketing

- Oversees impactful email marketing programmes to reach both new and existing clients and partners, to create opportunities for new business and account management.

Industry & international

- Responsible for monitoring GSN's reputation in the market with retailers, agencies and affiliate networks.
- Ownership of award entries for GSN, with support from the wider teams.
- Highly aware of industry developments, translating complex technical developments into the right messages to land with our target audience.
- Supports the international expansion strategy with targeted marketing, including Europe and the potential to expand into the USA.
- Coordinates translation activity for GSN's new business marketing, as and when required.

Team

- Decides when and how to use the GSN marketing budget to use specialist freelancers to support with the wide range of activity across the marketing plan.

Who we are:

Genie Ventures is an ambitious internet business responsible for a network of fast-growing e-commerce sites. We have always challenged the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie, Genie Goals and Genie Shopping Network services and are currently planning our next wave of growth.

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage - we retain all the fun elements of a startup but with a proven record behind us. We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of freedom to succeed and plenty of responsibility. We also care passionately about people, with a dedication to a friendly culture, equal pay policies, learning & development and fast progression for high achievers.

Person Specification

Who we're looking for:

