

## **3radical Ltd Job Description**

### **Title:**

UK Field Marketing Manager

### **Location:**

Bristol

### **Job Overview:**

3radical is looking for an ambitious Field Marketing Manager to join our team here in Bristol to lead our UK demand activity. This person will also support global corporate and product marketing projects too. This role would be an ideal next step for an experienced marketing exec with strong digital and B2B skills who is hungry for more responsibility and a new challenge. You'll need to love getting stuck in and driving execution and building sales pipeline but we'll look to you to develop and own strategy and creative too. You'll work closely with the sales team and our marketing specialists and report to our CMO. This role is perfect for a great all-rounder.

3radical is an international, scale-up software/SaaS business specialising in bringing game science and mechanics to B2B customers who want to drive dramatically higher levels of customer and employee engagement. We have offices in the UK, Singapore and Australia. It's an exciting time to join the company as we are growing our customer base and expanding further internationally. If you want an opportunity to test your all-rounder marketing skills and crave the space and responsibility to make a real difference to a growing business this is the job for you.

### **What You'll Do:**

- Work with our local sales team to drive brand and product awareness and generate demand for our software platform. Your primary responsibility will be lead generation and marketing effectiveness.
- Define and own the execution of our marketing plan working with our CMO and colleagues internationally.
- Review our marketing channels (digital and offline) and adjust our approach accordingly.
- Track competitors and industry issues.
- Develop content.
- Manage PR, events, agencies and writers.
- Co-manage our content and campaign calendar, social channels; website, marketing automation software and reporting.

### **Required Experience:**

- 3-5 years of marketing and B2B demand generation experience.
- Experience in B2B and software or wider technology sector, preferably with a fast-growth international brand. Cloud and/or marketing tech would be great. So would experience in the financial services and/or gambling sectors.
- A focus on execution – a thirst for grabbing a strategy and making it work and delivering results.
- Strong communication skills both written, spoken and visual, and good attention to detail.
- Ability to prioritise your workload, budget and self-manage – there's always more we can do than time we have available and you'll be responsible for setting and changing priorities as the situation changes. You are not the kind of person who waits to be told.
- Working knowledge of social media platforms, WordPress, Pardot, Hootsuite, Google Analytics and Adwords, LinkedIn Campaign Manager or equivalent technologies.



**To apply for this position, please email your CV, a covering letter stating your salary/remuneration expectations to [recruitment@3radical.com](mailto:recruitment@3radical.com). Please state clearly in the subject line which post you are applying for.**

### **About 3radical:**

3radical is a software company that provides solutions to enable organisations to better engage with their consumer and employee audiences. These solutions deliver immersive experiences that compel audiences to respond, connect, and seek further participation. This results in stronger emotional connections, enhanced loyalty, and increased commercial performance.

These solutions are powered by Voco, 3radical's award-winning platform. 3radical Voco has a set of built-in best practice mechanics that enable business users to create interactive journeys that deliver contextually relevant, highly rewarding experiences, in the moment, via digital channels such as web, email, mobile app, social, and chat.

The results are exceptional, with leading brands like Zizzi, DBS Bank, Dell, British Land, Matalan, along with many more all benefiting from this transformational approach to audience engagement.

3radical sells its solutions globally through offices in the UK, US, Singapore and Australia.

[www.3radical.com](http://www.3radical.com)