



ILG Marketing Campaigns Manager (Europe) - German Speaker

Job Description

July 2024

To drive ILG's strategy of rapid growth, we are recruiting a Marketing Campaigns Manager (Europe) to focus on our expansion into markets in mainland Europe, starting with Germany. The new role will be based in the UK, and report to ILG's Marketing Manager as a key member of the ILG Marketing Team.

The initial priority of the Marketing Campaigns Manager (Europe) will be to spearhead ILG's lead generation and grow sales revenues from the German marketplace. Their primary focus will be to plan, coordinate and manage inbound and outbound marketing campaigns to our target audiences in Germany and adjacent countries, and to generate high-quality new business fulfilment leads for ILG's sales team.

Responsibilities:

- Implement ILG's marketing strategy to win new business in Germany, in line with ILG's global vision and strategy
- Manage the translation and build of the new German language WordPress website (via translation agency and web agency)
- Own the planning and scheduling of campaign activity
- Create integrated marketing campaigns based on target market segments to build brand awareness and gain new leads
- Supervise execution, monitoring and measurement of marketing campaigns and their success, using HubSpot
- Review (and adapt) activity to ensure it is meeting objectives
- Liaise with ILG's in-house Content Executive and Social Media Executive to ensure relevant content is being produced to support campaigns
- Work with our digital marketing agency to ensure relevant paid campaigns are delivering ROI and synchronising with other marketing activities
- Oversee the adaptation of UK campaign-related content that is solution-focused for specific audiences in Germany
- Campaign activity could include:
 - Targeted, personalised emails
 - Organic social media
 - Video content
 - Personalised direct mailers
 - Personalised landing pages
 - Industry events and conferences
 - Paid search and paid social campaigns (via digital agency)

T: +44 (0)844 264 8000 | info@ilguk.com | ilguk.com

- Nurturing leads through marketing funnel
- Monitor and report on campaign performance via HubSpot
- Manage campaign budgets
- Co-ordinate with the ILG Sales Team to ensure seamless co-operation between sales and marketing across new business targeting and pipeline
- Ensure that campaigns conform to ILG brand guidelines and reflect ILG's values
- Oversee in-depth research into target companies based in Germany and adjacent countries
- Support planning and execution of live or online events, as required

Required Skills

- Proficient German speaker, based in UK, with ability to travel in EU
- At least 5 years' relevant work experience in marketing (agency / client)
- Experience of running multichannel B2B lead generation campaigns
- Experience of HubSpot marketing hub and WordPress
- Highly organised project manager (ability to manage multiple projects simultaneously) with excellent time management skills
- Strong attention to detail
- Good financial management and budgetary control skills
- Able to write well and demonstrate strong literacy skills (English and German)
- Confident communicator and team player, able to quickly develop working relationships with a wide range of people
- Good understanding of the lead generation and sales process
- Experience of liaising with external providers e.g. creative and digital marketing agencies, copy writers, printers

Additional Desirable Skills

- Experience of marketing to a German B2B audience
- Experience of marketing in the fulfilment and delivery sector
- Other European language skills (e.g. French / Italian)

Benefits of working at ILG:

<https://www.international-logistics-group.com/careers/employee-benefits/>