

FESTO

Marketing automation in your blood? Shape the digital customer journey with us!



Festo is an independent family business with over 20,000 employees and is a global leader in industrial automation technology. This position will be the marketing automation lead, designing & creating campaigns to engage customers & prospects and nurture leads for multiple sales channels. We are looking for a motivated individual who can shape our marketing automation and leverage its power across the digital customer journey from ideation and implementation to tracking results and analysis.

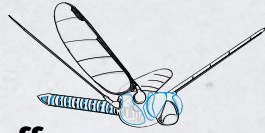
Digital Marketing Executive

Your job:

- Work with the marketing teams and internal stakeholders to develop an understanding of the Digital Customer Journey, design automated campaigns, goals, timelines and success metrics.
- Build-out marketing automation using Oracle Eloqua, creating associated assets and managing campaigns from end to end.
- Advise and develop best practices with regards to marketing automation.
- Lead and be the Oracle Eloqua expert in Festo UK and contribute to a Center of Excellence for marketing automation globally.
- Monitor & report on campaign effectiveness, sharing insights with the marketing team, reporting key findings regularly & proposing improvements.
- Manage the handover of Marketing Qualified Leads to sales channels, optimising the conversion rate.
- Forge strong communication between marketing and sales teams to generate quality leads and revenue.
- Set up and optimise lead scoring models to enable higher conversions of Marketing Qualified Leads.
- Be responsible for our social media channels and SEA.
- Drive & develop effective use of digital marketing within the marketing team.

About you

- You have at least two years experience in marketing automation, ideally using Oracle Eloqua, and you are able to lead and drive the use of best practice in the business. You may be Oracle Eloqua qualified.
- You have a solid understanding of the digital customer journey in a multi-channel environment.
- You have some experience with day to day social media management - LinkedIn is preferred.
- You have a practical knowledge of digital advertising including Google Ads, LinkedIn etc.
- Good overall knowledge of digital marketing channels in a B2B environment.
- You're experienced in preparing marketing communications to deliver strategic objectives either on the client or agency side.
- You're bright, open-minded, independent and a fast learner with a passion for staying current with issues and trends in digital marketing.



Your solid base for lift-off

FESTO

Digital Marketing Executive

You can expect the following with us:

- Working for an international family-owned company with a safe and solid financial basis.
- Freedom to explore, innovate and realise your own ideas.
- Competitive compensation with attractive perks and other benefits.
- Lifelong learning and an opportunity to develop further.
- Flexible working models for a good balance of work and private life.

You can find more detailed information about Festo as an employer here: www.festo.co.uk/career.
We look forward to receiving your application.

Your solid base for lift-off

Location:

Farnborough, Hampshire or
Northampton

Contact person:

Belinda Wightmann

Email application:

belinda.wightman@
festo.com