

GRAPHCORE

Job Description

Marketing Manager

Based in Bristol, UK

This is an exciting opportunity to take on a marketing role with a global remit in a fast growing, UK headquartered, technology startup in the AI / machine intelligence market. Reporting to the Head of Marketing, we are looking for an experienced all-rounder who challenges conventional thinking and can help shape the future direction of marketing at Graphcore.

Responsibilities:

- Define and deliver a variety of tactical marketing campaigns, from product launches and positioning to demand generation and strategic brand awareness campaigns
- Deliver campaigns across multiple channels including email, digital demand generation, webinars, website management and social media. This includes both content creation and the use of marketing automation tools (Hubspot).
- Co-ordinate events and participation in trade shows

Background:

- Self-starter, creative and hands on
- Proven track record of successfully running B2B marketing campaigns in technology
- Experience with Hubspot or similar marketing automation & CRM tools
- Excellent communication skills, including strong copywriting and editing
- Good knowledge of Social Media strategies and execution as well as a solid understanding of campaign measurement/ROI analysis.
- Educated to degree level
- Ability to work closely with Sales and with both direct and virtual teams
- Have a good mix of commercial awareness, creativity and customer focus