

Job Description

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| Job Title | Demand Generation Manager | |
| Department | Marketing | |
| Location | Hampton Wick/Hybrid – Minimum 2 days in the office | |
| Country | UK | |
| Level | Individual Contributor | |
| Reports To | Head of Marketing | |
| Contract Type | Permanent Full-time | |
| Contracted Hours/Days: | 37.5 hours per week | August 2024 |

About Us

At Reveal, passion meets purpose. Our body-worn video solutions are more than just technology; they're a testament to our commitment to safety, innovation, and change. Rooted in Europe, we've become a trusted ally for many police forces, local authorities, retailers, and private organisations; helping to pioneer and drive the application of body-worn video in settings and geographies where we can see exciting potential. With an influence spanning over 40 countries, our mission to make a positive impact continues to gain momentum.

Purpose

The overall purpose of this role is to **create, develop and implement** demand generation strategies and marketing campaigns which **generate leads** and **deliver revenue** for the Company in line with defined targets.

Your Responsibilities and Tasks

Demand Generation

- Lead on the planning and execution of demand generation activities and campaigns which are aligned with the overall marketing strategy and business objectives, with a focus on lead generation performance and ROI.
- Deliver against the demand generation targets as set by the Head of Marketing.
- Work closely and collaboratively with the sales and marketing teams in the execution of demand generation campaigns for multiple markets.
- Work closely with and lead, as appropriate, the Events Marketing Specialist to drive target audiences to our range of events.
- Work collaboratively with the Marketing Assistant to optimise social media content and touchpoints to generate demand.
- Work collaboratively with the Marketing Operations Lead to optimise email marketing and marketing automation programmes.

Content and Communications

- Create high quality marketing content in a range of formats to generate demand and support marketing campaigns.
- Ensure content is shared in the right format with the right audience.
- Work closely with and support the Head of Marketing in ensuring content is consistent with the Reveal brand guidelines and tone of voice, whilst driving impact and creativity across touchpoints.
- Research and develop effective value propositions and content for target accounts as part of Account-Based Marketing (ABM) campaign activity.

Campaign Creation and Management

- Work closely with the Head of Marketing to create and execute integrated global marketing campaigns which align with the overall marketing strategy to meet targets.
- Support the Head of Marketing with ABM execution by delivering high value content which captures and nurtures high potential leads.
- Work closely with the Sales teams to optimise conversions across the marketing funnel to improve success from lead to sale, by understanding challenges and blockers and implementing tactics and campaigns to solve these.

Data and Analytics

- Use data and analytics such as leads, conversions and revenue to measure and improve the performance of demand generation efforts.
- Provide reporting, insights, and recommendations on the performance of demand generation activities.
- Proactively identify and resolve challenges within the demand generation process.

Finance, Forecasting and Reporting

- Support the Head of Marketing with forecasting the demand generation budgets and targets.
- Track the marketing campaign ROI and support the Head of Marketing in managing the marketing budget and spend.

Industry Knowledge

- Monitor industry trends and stay up to date on demand generation trends and technologies.
- Conduct market and customer research to identify opportunities and challenges.
- Attend industry events to build relationships and promote the Company.

Your Qualifications, Technical Skills, and Experience

Essential

- 4+ years' experience in B2B demand generation role including experience with outbound marketing and inbound lead generation.
- Demonstrable success in driving pipeline growth and revenue through integrated campaigns.
- Proficiency in sales and marketing technologies – marketing automation, CRM, social medial management, and analytical platforms.
- Demonstrable campaign success using ABM, event marketing, digital marketing, SEM, email marketing, and marketing automation.
- Highly adept at copywriting with ability to create engaging marketing content.
- Experience of collaborating with international vendors and teams.
- Strong analytical skills with ability to use data to inform decisions and strategy development.
- Degree in marketing or related field.

Desirable

- Good working knowledge of Google AdWords, GA4, Salesforce, Pardot, Canva, Asana, Adobe, Creative Suite.
- Knowledge of data analysis and visualization tools such as Tableau.
- Previous people management experience.

Your Personal Skills and Attributes

- High drive and energy.
- Ability to work at pace.
- Ability to thrive in a fast-paced environment and work to deadlines.
- Excellent verbal and written communication skills.
- Team player with ability to collaborate effectively.
- Ability to multitask and balance competing priorities effectively.
- Rigorous attention to detail with a quality-first approach.
- Excellent project management and time management skills.
- Ability to problem solve and make decisions.

This job description is not intended to be an exhaustive list of duties and responsibilities. You may be expected to perform different tasks as the needs of the business and your role evolve. Your job description will be reviewed and updated accordingly.

Working at Reveal

Joining Reveal Media isn't just about taking on a job—it's about being part of a family that champions change. We combine our passion for innovation with a genuine desire to make the world safer. Here, every challenge becomes an exciting project, every solution a collective win. Surrounded by a diverse, forward-thinking team, you'll experience a culture where ideas

flourish, growth is nurtured, and every day is an opportunity to make a real difference. And with an array of benefits tailored to your wellbeing and development, we ensure that while you're taking care of our mission, we're taking care of you.

Your Benefits

- **Private Medical Insurance:** Your health matters, and we've got you covered.
- **Birthday Off:** Celebrate your day your way – it's on us.
- **Holiday Purchase:** Need more downtime? Purchase up to an additional 5 days of holiday.
- **Employee Assistance Programme:** Confidential 24/7 helpline and support for you and your immediate family.
- **Time for You:** We value your personal time. That's why we aim to finish work at 2pm on Fridays.
- **Better Working:** We embrace hybrid working and, where it is operationally practicable, we support employees splitting their working time between the office and home.
- **Pension:** Plan for tomorrow with our pension scheme via NEST.

Our Green Initiatives

Our commitment to a greener future isn't just words – we take it seriously. As a result, we have set ourselves the ambitious goal of reducing our energy, carbon, and waste footprint to zero. We continuously review our operations against our sustainability goals and all our company cars are electric. We believe in investing in companies working towards a cleaner and greener future and we also reward any employee who uses or switches to using green energy because every step, big or small, contributes to significant change.

We are committed to embracing diversity and building an inclusive culture where all employees are valued, respected and listened to. All applicants to Reveal will receive equal treatment regardless of age, disability, gender identity or expression, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.

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| Employee Name: | Line Manager: |
| Signature: | Signature: |
| Date: | Date: |