



Marketing Manager

SUMMARY

When it comes to corporate innovation Pollen8 are one of the industry's best kept secrets. We're now ready to change this, and that's where you come in! Would you like to join a team of innovation consultants, strategic thinkers, technology experts, and inspiring creatives who want to change the way the world innovates? As an excited and driven marketer you will be instrumental in how we communicate our vision, helping us to achieve our ambitious goals and creating excitement all the way.

WHO WE ARE

For the past two years we have been quietly turning heads at some of the world's largest & most interesting companies and winning recognition from the likes of The Lean Startup Summit for Europe and the Founders Factory. We've achieved this by using our unique mix of consulting services together with our dedicated innovation platform to help business leaders in large organisations unlock the potential of their people.

Our approach has proved transformative, cutting through the noise and delivering breakthrough changes such as an entire new division exploring hybrid electric airplanes within a global engineering client. We're proud of the contribution that we've made towards solving some of the world's biggest challenges together with our clients and our network of startup partners & industry experts. We're now ready to grow, bringing this impact to a wider audience and attracting new colleagues and partners. To support this growth, we are now looking to hire a Marketing Manager to join the Pollen8 team in London.

ROLE CONTEXT

We have been flying under the radar, concentrating on product market fit and delivering value to our clients. Now we are at a point where we are ready to create a presence, share our stories, and

talk about our new thought leadership on the role of “innovation systems”.

This will be our first dedicated marketing role so we’re looking for a passionate, creative, and driven individual who will relish the opportunity to shape Pollen8’s marketing vision working closely with leadership and our design & brand team. The ideal candidate will be energetic & determined, with superior project management skills and confidence in managing and partnering with multiple stakeholders.

RESPONSIBILITIES

Pollen8 is looking for an excited and exciting person who is capable of establishing us as a major player in the innovation space. You will enjoy working in a fast-paced environment and not be shy to experiment with new ideas. To be successful in your work with Pollen8, we expect you to drive our three main areas of focus: **reputation**, **demand creation** and **sales enablement**.

- Consolidate our brand and communicate it to the outside world so our message lands with the right target groups
- Design and execute a communications and PR strategy that you are responsible for
- Create compelling narratives, translate them into a content strategy, produce content and publish them via the right channels (through both offline and online marketing)
- Increase our growth by generating qualified leads for business development through:
 - Driving relationships with external lead generation & marketing agencies,
 - Getting speaking slots at innovation events in the UK and worldwide,
 - Engaging with and participating in existing innovation communities,
 - Organising own events and experiences with our key target groups
- Develop product marketing materials to explain our offering to potential clients, including case studies, presentations, platform demos and different use cases
- Develop product-specific content and messaging so we can create memorable experiences for our clients and users, including educational content (tutorials)
- Support and advise your colleagues around marketing strategies and how to improve delivery on our consulting projects so we can get higher engagement for internal innovation initiatives with our clients
- Develop informed points of view on non-financial but critical measures of performance such as brand awareness or competitive positioning and communicate effectively on how to reach set targets
- Connect with the whole Pollen8 team to find the right support so you can take ownership of the marketing workstreams and deliver outcomes that inspire and excite existing and future clients as well as your colleagues

QUALIFICATIONS & SKILLS

We are looking for someone who has the background and expertise to hit the ground running, with broad skills paired with the resilience to operate in a fast-changing startup environment. You will be able to demonstrate:

- At least 2 years working experience in marketing (ideally in UK B2B, innovation, consulting, or technology)
- Created and implemented marketing strategies using modern marketing tools
- Commercial acumen partnered with a creative mind
- Strong in writing and producing content
- Led B2B marketing activities resulting in increase of sales
- Online marketing experience across multiple channels
- Organised own events and participation in conferences
- Understands how to create hype and engage communities
- Problem-centric and outcome-driven mindset
- Team player: collaborative, inclusive and transparent with highly developed interpersonal and communication skills (verbal and written)
- High level of organisation, adaptable to a fast changing environment
- Sound decision making and prioritisation skills with strong attention to detail
- Project management experience and a strong ability to set priorities, establish process or drive improvements on existing methods
- Charismatic and empathetic personality

APPLY

We would love to hear about why you want to work in a rapidly growing startup like ours and what excites you about excelling with us in the innovation space.

Please submit your CV to: Martin Dudek, our Head of Creative

martin@pollen8.io

At Pollen8, we don't just accept difference - we celebrate it, we support it, and we thrive on it for the benefit of our employees and services. Pollen8 is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability or gender identity.

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