# Head of Demand Gen role for Commercial Sector – Existing Business & Events (UK & ROI)

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| Job title | Demand Generation Senior Marketing Executive - Commercial Sector – Existing Business & Events | Job family | Marketing |
| **Grade** | TBC | **Reports to** | Head of Demand Gen role for Commercial Sector – Existing Business & Events (UK & ROI) |
| **Location** | Hybrid | **Team size** | 2 |

| About the role: |
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| We’re doubling down on revenue growth from our existing UK & ROI customer base. You’ll be the go-to specialist who turns data insights into pipeline, masterminds high-impact events, and partners with Account Management & Customer Success to uncover, accelerate and close cross-sell, upsell and renewal opportunities.  Your expertise in existing customer marketing and event strategy will be fundamental to achieving the organisation's customer lifetime value objectives and overall revenue goals. |
| **Role accountabilities and responsibilities:** |
| **What you’ll own and deliver:**  **Pipeline & Revenue Generation**   * Hit quarterly SAL, SQL and influenced-revenue targets for existing customers. * Build and run always-on campaigns (email, paid social, webinars, nurture flows) that fill the expansion pipeline.   **Event Strategy & Execution**   * Plan and deliver 8-10 customer-centric B2B events per year (virtual, in-person, hybrid) that drive measurable engagement and ROI. * Own agency briefs, budgets, and post-event attribution reporting.   **Customer Insights & Segmentation**   * Slice and dice our HubSpot/NetSuite data to surface churn-risk, cross-sell and upsell segments. * Champion test-and-learn frameworks to optimise messaging, timing and channels.   **Stakeholder Alignment**   * Run weekly growth huddles with Account Management & CS, ensuring shared targets, dashboards and follow-through. * Present campaign performance and learnings to exec leadership each month.   **Process & Tech Excellence**   * Maintain spotless data hygiene and precise funnel tracking in HubSpot/Netsuite. * Pilot new martech (intent data, conversational ABM, event tech) to keep us ahead of the curve.   **Essential Skills/behaviours:**   * **3–5 years** hands-on B2B demand-gen ownership with clear evidence of hitting pipeline / revenue targets inside an existing-customer motion. * Proven command of **HubSpot (or Marketo) + NetSuite/CRM**, multi-touch attribution, and channel orchestration (email, paid social, retargeting, webinars). * Track record of planning & executing high-impact B2B events end-to-end, with data-backed optimisation. * Strong ABM experience – building account lists, intent scoring, personalised nurture streams. * Comfort owning numbers, creating dashboards, telling the story behind the data.   **Critical competencies:**  *Qualifications & Experience:*   * Bachelor's degree in Marketing, Business, or related field or 3+ years of B2B marketing experience with at least 3 years focusing on customer demand generation * Proven track record of achieving and growing pipeline and revenue within a customer base   *Technical Skills:*   * Proficiency in marketing automation platforms (Marketo, HubSpot, or similar) * Strong experience with CRM systems, preferred Netsuite. Hubspot * Expertise in digital marketing tools and analytics platforms (Google Analytics, LinkedIn Ads, etc.)   *Required Competencies:*   * **Self-propelled & proactive** – sets deadlines and meets them without hand-holding. * **Creative problem-solver** – enjoys testing unconventional tactics and iterating fast. * **Business athlete** – balances strategic thinking with sleeves-rolled-up execution. * **Collaborative influencer** – wins trust of Sales, CS, Product and execs through facts and follow-through. * **Growth mindset** – hungry to learn, open to feedback, keen to mentor junior talent as the team scales.   *Preferred Skills:*   * Experience in SaaS or technology industry marketing * Knowledge of industry-standard marketing metrics and KPIs * Strong project management and prioritisation abilities |
| **Special circumstances / Other requirements e.g. travel requirements, working arrangements etc** |
| Visit Peterborough offices at least twice a week |

| About Zellis Group |
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| We are Zellis Group. The UK and Ireland’s leading provider of HR, pay, reward, analytics and people experiences.  Zellis Group consists of three companies - Zellis, Moorepay and Benefex - who provide services to different customers and have the autonomy to design and deliver products to meet their unique needs. We are three distinct and successful businesses, but there is power as a group.  Our overall purpose is to *power exceptional employee experiences so you and your people do better*.  **Our history**  We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout.  More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.  We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.  After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.  In September 2020 we launched Zellis HCM Cloud, the exciting next evolution of ResourceLink, our flagship payroll and HR solution.  **We’re proud of our culture**  At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.  **Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a business.  A screenshot of a computer  Description automatically generated |

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