

Growth Marketing Manager

Company	Moorepay Ltd.
Place of work	Swinton, Greater Manchester (hybrid)
Team	Marketing
Reports to	Head of Performance Marketing
Contract type	Permanent, full-time
Hours p/w	37.5
Start	November 2026, or as soon as your notice allows

The role

Moorepay is an Apax-backed payroll and HR software business, part of Zellis Group, growing and building the marketing engine to grow faster. As Growth Marketing Manager, you'll own the growth of organic and AI-search demand through Moorepay.co.uk, alongside the performance of the website as a conversion engine. Your job is to attract more of our target buyers through SEO and AEO, and convert more of the traffic we generate into qualified demand.

You'll bring organic search, AI-search optimisation, CRO and website testing increasingly in-house, building the capability, playbooks and ways of working we need to grow faster.

What you will own

- Grow new-logo Sales Accepted Leads from organic search, AI search and direct traffic, alongside improving site-wide visit-to-lead conversion.
- Lead our SEO strategy, evolving our organic presence to attract both payroll and HR buyers and building visibility around the products and problems that matter to each.
- Own our AEO strategy and share of AI answers, building from our current position and making Moorepay more visible wherever buyers use AI to research payroll and HR.
- Own website conversion performance, identifying where journeys underperform and prioritising the changes with the greatest commercial impact.
- Build and run our CRO and testing roadmap, using A/B testing and data to improve landing pages, messaging, journeys and conversion points.
- Bring organic, AEO and CRO capability in-house, establishing the tools, reporting and ways of working required to continuously improve performance.

Who you are

- You're an experienced B2B growth or digital marketer who has personally grown qualified traffic and conversions, not just reported on them.
- You think commercially. You're interested in which activity generates qualified demand and pipeline, not vanity metrics.
- You have strong working knowledge of SEO and understand where it fits within a wider growth strategy. You don't need to be a technical SEO specialist.

- You have hands-on experience with AEO/AI search and understand why changing search behaviour creates both a challenge and a growth opportunity.
- You've run A/B tests and used experimentation to improve website or landing-page conversion.
- You're analytically strong and comfortable getting into the data yourself to understand what's happening and why.
- You're comfortable building with and using AI tools to move faster, whether that's research, analysis, content workflows, experimentation or solving problems in new ways.

You must have the right to work in the UK.

First 90 days

30 days: Understand our organic/AEO performance, website conversion journey and existing agency activity; establish the baseline and biggest opportunities.

60 days: Establish an organic, AEO and CRO roadmap, including clear ownership, measurement and prioritised tests.

90 days: Have the first improvements and experiments live, with organic/AEO activity transitioning in-house and clear reporting against SALs, AI visibility and website conversion.

Why you should join us at Moorepay

We're passionate about making Moorepay a fantastic place to work for every single one of our 500 team members across the UK and India. The average service length at Moorepay is 12 years, which goes to show how much our colleagues enjoy working here.

To help make Moorepay a fantastic place to work, we focus on three things in our company culture: mental health support, a healthy work/life balance, and equal opportunities and inclusion for all.

Here's what you'll gain if you join our team:

- A career packed with opportunity, in a stable and growing company
- A choose-your-own benefits package, with benefits such as insurance, discounts, holiday trading and much more
- A comprehensive programme of learning and development
- Generous pension contributions
- A competitive salary, often with performance-related bonuses