# Senior Demand Gen role – Existing Business (UK & ROI)

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| Job title | Senior Demand Generation– Existing Business | Job family | Marketing |
| **Grade** | TBC | **Reports to** | CMO |
| **Location** | Hybrid (Watford or Peterborough) | **Team size** |  |

| About the role: |
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| As a key member of the Marketing team, you'll drive revenue growth from existing customers across UK and Ireland through data-driven demand generation. Working directly with the Chief Marketing Officer, Demand Gen team and collaborating with the rest of the Marketing and Commercial Team, you'll architect and execute multi-channel demand generation campaigns focused on customer retention, expansion, and cross-selling opportunities. This role requires close partnership with account management and customer success teams to establish aligned revenue targets and customer engagement metrics, while ensuring data-led decision-making supports the annual targets. Additionally, you'll collaborate with other Demand Generation roles to optimise campaigns across the business, coordinating with teams focused on new business acquisition and the public sector.  Your expertise in existing customer marketing demand generation will be fundamental to achieving the organisation's customer lifetime value objectives and overall revenue goals. |
| **Role accountabilities and responsibilities:** |
| **In this role your key responsibilities will be:**   * Deliver the annual lead generation targets for existing customer revenue growth as agreed with the CMO, Customer Success and Account management function * Develop and execute comprehensive customer retention and expansion strategies to maximise customer lifetime value and meet revenue objectives * Design and implement integrated multi-channel marketing campaigns focused on cross-selling, upselling, and renewal opportunities leveraging the relevant channels * Establish effective relationships with account management and customer success teams to ensure aligned messaging and campaign effectiveness * Partner with other teams (product marketing) to create compelling value propositions for the existing customer base * Drive testing initiatives to understand customer behaviour, identify expansion opportunities, and optimise strategies for continuous performance improvement * Coordinate with other demand generation teams to ensure consistent messaging and optimal resource allocation across the entire customer journey * Own marketing analytics and reporting, including developing KPIs for existing customer initiatives, providing insights on campaign effectiveness, engagement metrics, and revenue attribution     **Essential Skills/behaviours:**   * *Strategic Marketing Mindset* - Proven ability to develop and execute comprehensive B2B marketing strategies with demonstrated success in customer retention, expansion initiatives, and event management * *Data-Driven Decision Making* - Strong analytical capabilities and experience using data to optimise customer marketing campaigns, with proficiency in measuring ROI and customer engagement metrics * *Marketing Technology Expertise* - Deep understanding of marketing automation platforms, CRM systems, and customer journey tracking tools * *Business Acumen* - Strong understanding of customer lifecycle management, renewal processes, and upsell/cross-sell dynamics, with ability to align marketing initiatives to revenue objectives * *Cross-functional Collaboration* - Exceptional interpersonal skills with proven ability to work effectively with account management, customer success, and other marketing teams * *Problem-Solving & Adaptability* - Ability to thrive in fast-paced environments, adapt strategies based on customer feedback, and find creative solutions to complex marketing challenges   **Critical competencies:**  *Qualifications & Experience:*   * Bachelor's degree in Marketing, Business, or related field or 5+ years of B2B marketing experience with at least 3 years focusing on customer demand generation * 3+ years of people management experience leading marketing teams * 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.) * Demonstrated ability to analyse complex marketing dashboards and attribution models   *Required Competencies:*   * Strong understanding of B2B upsell / cross sell journey and modern demand generation tactics * Proven ability to develop and execute account-based marketing (ABM) strategies within the customer base * Track record of successful collaboration with customer success and account management teams   *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 and Watford offices at least once 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*.  **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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