

B2B Marketing Manager

Hours: Full Time, 37.5 hours

Contract: Permanent

Location: Central London (Nearest tube station: Oxford Circus)

About the company

FSB is one of the leading platform providers in the Sports Betting and iGaming sector. With an ever-increasing client base spanning across various countries and continents, you'll be joining us at an exciting time as our company grows and our journey accelerates rapidly in continuing to achieve great success. Will you be the next member of Team FSB? Develop your dream role and bet on us!

About the role:

FSB is a rapidly growing B2B sports betting & iGaming platform provider which the B2B Marketing Manager will help contribute with the daily planning, development, execution and reporting of multi-channel brand marketing activity across the organisation to aid lead generation. This role will play a key part in the operational workflow of B2B marketing within the company across various global regions and play an integral role within the Business Development team.

Responsibilities:

- Managing the day to day planning, development, execution and reporting of B2B marketing campaigns across various channels, segments, regions and products across the organisation.
- Adhering to the organisation's prescribed high-level brand strategy with the ability to articulate these values clearly across all marketing collateral.
- Day to day management of all digital marketing channels within the organisation including social media.
- Executing multi-channel brand marketing tactics to help drive lead generation
- Supporting the creation of sales enablement materials to assist Business Development operations
- Managing the CRM function within the B2B marketing team
- Assisting with calendar-based planning to help support clear short/medium/long term B2B marketing strategy
- Support in updating of marketing KPIs, benchmarks and goals to help team measure performance to wider business.
- Working with supporting agency and internal stakeholders to help generate a steady, consistent flow of externally consumed brand communications (eg) press releases, brand comms, PR opportunities, product stories etc ensuring positive media coverage.
- Develop a clear understanding of the products and services that the organisation offers and help promote and communicate these in a clear, digestible way for external-facing audience.
- Assist with any other reasonable tasks within the context of the role/team/department as specified by the line or authorised manager

Essential (must have) – knowledge, skills and experience

- 3+ years' experience in B2B digital marketing
- Knowledge of the sports betting & iGaming industry and the sporting calendar
- Understanding of B2B platform supplier/operator/player ecosystem
- Experience in development and nurturing of B2B marketing campaigns
- Experience in comms planning
- Strong copywriting skills
- Experience of managing a CRM system
- Excellent communicator
- Highly organised and proficient at campaign management
- Ability to work in fast paced environment

Desirable (nice to have)

- Professional experience in social media
- Experience of Hubspot
- Knowledge of videography/video editing tools

We would be keen to see if your talent matches our requirements. Please submit your interest via our website: <https://fsbtech.com/careers/>

Disclaimer: Please note that FSB currently does not have a licence to sponsor anyone who does not have the right to work in the UK.