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MARKETING MANAGER (GENERALIST)

Department: Sales | Location: Home-based |

25.5hrs p/week (3-5 days)

Reports to: Operations Director

The organisation

At You Collective our mission is to support leaders and organisations with science-backed creative transformation - empowering leaders, teams and cultures that thrive.

We're a collective by name and nature. Our methodology blends psychology and behavioural science with creative, human-centred practice - brought to life by a diverse group of coaches, facilitators and thinkers.

From leadership and team development to culture change and executive coaching, everything we do is evidence-based, emotionally resonant, and designed for meaningful impact.

We're here for the ones ready to lead differently. The bold ones. The ones building something better.

The role

To date, our growth has been driven largely through reputation, relationships and referrals. This has allowed us to do meaningful, high-impact work with the organisations we support.

However, it also means that many organisations and leaders who could benefit from our approach simply aren't aware of us.

We're now at a point where we want to extend our reach - thoughtfully and intentionally - so that more organisations can access the kind of leadership, culture and development work we deliver.

This role is central to making that happen.

You'll help us show up more consistently and clearly in the right places, connecting with the right audiences, and creating opportunities for meaningful conversations to begin. It's about building visibility, credibility and trust at scale - without losing the depth and integrity that define how we work.

In a small, growing consultancy, this role has a direct influence on how widely our impact can be felt, and how many organisations we're able to support in building healthier, more effective cultures.

This is a hands-on, commercially focused Marketing Manager role where you will be the **sole marketer**, responsible for turning strategy into execution and results.

You'll work closely with Sales to build and run a **practical lead-generation engine** - balancing account-based marketing, campaigns, content, events and paid activity - while keeping the operational foundations (CRM, website, data) clean and effective.

This is not a brand-only or design-led role. It's for someone who likes **ownership, momentum and outcomes**.

The responsibilities

Growth & lead generation

- Owning and delivering the marketing growth strategy aligned to commercial targets

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- Building and managing **campaigns, marketing automation and nurture funnels** to convert interest into MQLs and SQLs
- Planning and executing **paid LinkedIn campaigns** for new business lead generation
- Utilising the CRM to track and report on outcomes

Events & propositions

- Collaborate with the team to plan and deliver **lead generation events**, (webinars and face-to-face events)
- Working with Sales to identify and then connect with the right audiences, partners and communities
- Supporting proposal development and pitches where required

Campaigns, content & website

- Managing the website day-to-day, including:
- Content updates
- **Gated content** and lead capture journeys
- Conversion optimisation in collaboration with external partners
- Owning **case study development and management** (from sourcing through to publication and reuse – utilising external suppliers if appropriate eg copywriter)
- Writing and coordinating marketing copy across email, campaigns, landing pages and social (with input where relevant)
- Maintaining a rolling marketing calendar that's visible and understood across the business

The you

You'll thrive here if you're a **marketing generalist who gets things done** and doesn't need a big team or layers of sign-off.

- Strong bias towards **execution, initiative and results**
- Comfortable being both strategic and hands-on
- Naturally detail-oriented — especially with data, CRM and follow-through
- Confident working autonomously while collaborating closely with Sales and leadership
- Commercially minded: you care about what actually converts, not just what looks good

Experience & skills

- Proven experience as a **sole marketer or early marketing hire** in a small or growing business
- Strong background in **B2B lead generation**, ideally in professional services, L&D, consultancy or similar
- Hands-on experience with:
 - Account-based marketing
 - Campaign marketing and automation/nurture funnels
 - Paid LinkedIn advertising
 - CRM ownership and data management
 - Website content management and gated content
 - Case studies and event-led lead generation
 - Clear communicator who can turn data into insight and action
 - Experience in leadership development, L&D, people, culture or adjacent sectors is a plus

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- Useful systems/software to have experience with (desirable):
- Pipedrive (CRM/marketing email client)
- ClickUp (project mgmt. tool)
- Figma (proposal design)
- Wordpress (website)
- Canva (design tool)
- All the usual Microsoft Office products

The good bits

- Home-based with optional monthly co-working days (in London)
- Flexible working (this is a 3 day p/week role that can be completed over 3-5 days)
- 15 days holiday plus bank holidays and Christmas office shutdown
- Quarterly team time to reflect, plan and celebrate
- Access to profit share scheme after 6 months of employment
- 360 wellbeing personal support programme
- Annual personal development budget