



Candidate information pack

Digital Marketing Manager

What we do...

Bloom offers a dynamic supply chain providing the public sector with a marketplace to buy and manage professional services.

We ensure delivery of quality outcomes from our pre-approved and ever-growing network of suppliers and consultants. Our fully compliant open access marketplace is outcomes based meaning the public sector only pays for what is delivered.





A message from our CEO

"I am passionate about Bloom and what we believe in, where we're going, and how we'll get there.

Our purpose, essence, proposition, and trademark behaviours bind us together to form our commitment culture and help us grow both individually and collectively. Our culture influences how we treat one another each day and the behaviours we reward. It creates an environment where everyone is real and true and that is something we all are proud of.

It also drives growth and long-term financial sustainability. We value individuality and diversity and that's what allows us to work together to create innovative approaches for our customers, which sits alongside our deep expertise in enabling brilliant outcomes.

Bloom is growing rapidly; we are naturally curious, and our journey has only just begun. We are investing in our people and technology and have big plans for the future.

So, if you think all that sounds interesting then you should consider joining us and being part of it, you'd be working with some great individuals in a great business that cares about its people and customers."

Amabel Grant – Bloom Procurement Services CEO



Our vision...

To be the go-to solution for
professional services.



Our mission...

To deliver a world class experience
for our buyers and suppliers, using
our expertise and technology



Our purpose...

Enabling brilliant outcomes today, that
build a better tomorrow



Trademark behaviours

Our trademark behaviours aren't just behaviours, they're our language and an essence of everything we do.

The most successful cultures are the ones that work together in a harmonious way. This is something that we realise and are truly passionate about.

We want everyone who joins Bloom to feel a part of our team. We strive for our people to know that their role is equally important and contributes to the whole Bloom mission. This includes you.

We have our trademark behaviours in place to ensure we're all pulling in the right direction, together as one.

Our trademark behaviours are...



Benefits you receive working for Bloom



Company bonus scheme



Simply Health cash back plan



Beyond cashback card – earn on your everyday spend



Hybrid working & flexibility



A day off for your birthday – because you deserve it!



Learning and Development Opportunities – individual personal development plans



25-day holiday allowance - increasing with length of service to a maximum of 29 days plus bank holidays



Employee Assistance Programme – for the time you need support



Death in Service – four times your salary



Buy up to 5 additional days holiday



Company Pension Scheme



One day to give back via volunteering



Grab a Grand referral scheme



Employee Voice – Hive HR Engagement Survey and Open Door



Company social events



Electric Vehicle salary sacrifice scheme



Hive Fives - Little messages big miles recognition portal. Everyone deserves a pat on the back.



Cycle to Work scheme

Digital Marketing Manager

Remote, up to £55k , depending on experience+10% potential bonus.

Reporting to Director of Marketing and Product

Key Accountabilities & Responsibilities

- **Strategy Development:** Develop and implement comprehensive digital marketing strategies aligned with business objectives, leveraging HubSpot's capabilities to maximize effectiveness.
- **Content Marketing:** Oversee the creation and distribution of engaging and relevant content across various digital channels, including blogs, social media, email campaigns, and more.
- **Lead Generation:** Drive lead generation efforts through targeted inbound marketing campaigns. Capture, nurture, and convert leads effectively.
- **Campaign Management:** Plan, execute, and optimise digital marketing campaigns across multiple channels, including email marketing, social media advertising, SEO/SEM, and PPC, with a focus on achieving measurable results.
- **Analytics and Reporting:** Monitor and analyse key performance metrics using HubSpot's reporting tools to assess campaign performance, identify areas for improvement, and make data-driven recommendations to optimise marketing efforts.
- **Marketing Automation:** Implement and manage marketing automation workflows within HubSpot to streamline processes, personalise customer interactions, and enhance overall campaign effectiveness.
- **CRM Integration:** Collaborate with sales and CRM teams to ensure seamless integration between HubSpot and other systems, enabling efficient lead management and tracking throughout the sales cycle.
- **Team Collaboration:** Work closely with cross-functional teams, including content creators, designers, developers, and sales professionals, to align digital marketing initiatives with overall business objectives and ensure cohesive brand messaging



Job Purpose and Summary

We are seeking a skilled and experienced Digital Marketing Manager with expertise in utilising HubSpot to drive successful marketing campaigns. The ideal candidate will be passionate about digital marketing strategies, possess a deep understanding of inbound marketing methodologies, and have a proven track record of leveraging digital marketing channels to achieve business objectives. This role offers the opportunity to lead and execute digital marketing initiatives that drive brand awareness, generate leads, and ultimately contribute to the growth of the company..

Key Performance Indicators

- New MQLs
- New deals from Marketing Campaigns
- Website traffic
- Cost per lead / cost per acquisition .

Mindset, Behaviours, Skills and Knowledge

Behaviour, Mindset and Attitude

We are looking for role holder to be able to demonstrate the following behaviour:

- Displays behaviours in line with our trademark behaviours and always strives to deliver an outstanding customer experience
- Loves to problem solve!
- Great collaborator and can manage multiple stakeholders

Technical / professional qualifications:

Desirable (in order of priority):

- HubSpot certifications (e.g., HubSpot Marketing Software Certification) are a plus.

Skills, Know-how and Experience

To achieve performance excellence, the role holder must be able to demonstrate the following:

Desirable (in order of priority):

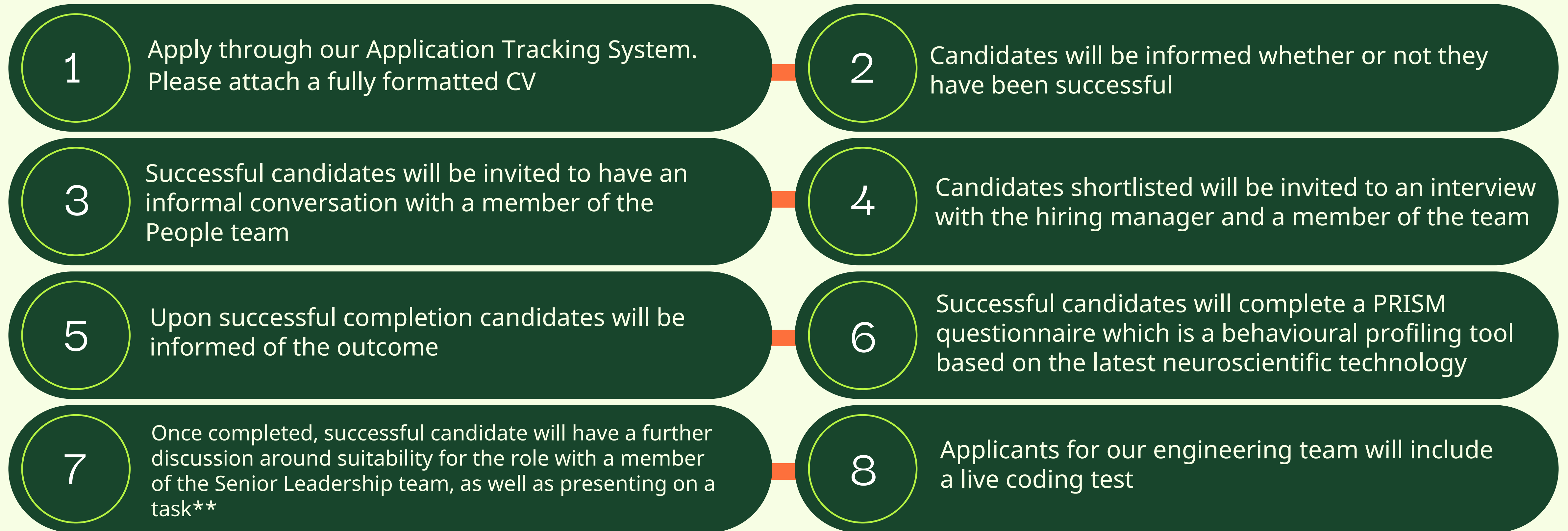
Essential:

- Proven track record of delivering growth through Digital Marketing Channels
- Expert HubSpot user
- Product Marketing Experience for a tech product

Desirable:

- Proven experience working as a Digital Marketing Manager including experience in managing a marketing team, and proven track record of demand and revenue generation with a strong emphasis on inbound marketing and HubSpot proficiency.
- In-depth knowledge of digital marketing tactics, including SEO, email marketing, social media, and content marketing.
- Demonstrated experience developing and implementing successful digital marketing campaigns that drive measurable results.
- Proficiency in using HubSpot's marketing automation, CRM, and analytics tools to execute and optimise marketing initiatives.
- Strong analytical skills and the ability to interpret data to make informed decisions and recommendations.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Detail-oriented with strong organisational and project management skills, capable of managing multiple priorities and deadlines effectively.
- Organising and prioritising work effectively to achieve targets in a timely and efficient manner
- Prioritising, remaining organised, and paying attention to detail, whilst maintaining customer commitments in a fast-paced environment
- Adapting and learning new tools and techniques, and willingness to embrace opportunities for change
- Excellent written and verbal skills and with the ability to engage at all levels and handle objections successfully.
- Working with complex data with great attention to detail
- Making decisions, problem solving and taking a pro-active approach to work
- Excellent customer service skills with the ability to confidently deal with a range of stakeholders
- IT proficiency, with excellent skills in using excel to summarise and present data in the most effective way
- Working under pressure and to tight timelines
- Excellent analytical and numerate skills
- Experience of working in a high-volume transactional environment
- Working independently, using own initiative but asking for help when needed.

The Recruitment Process



**Dependent upon role. You will be informed and will be given plenty of time to prepare for the task!

What some of our employees say about us...



"Bloom is a company where innovation and passion run throughout each department, and I think that is the key to its success.

I would say the best thing about working at Bloom would be the people - everyone goes above and beyond to help and provide insight if needed.

Working in the Commercial Team has given me the opportunity to utilise my skill set to bring a positive change to the public sector through professional services. This supported by a flexible working environment makes Bloom an amazing place to work. "



I joined Bloom in April 2021 with one year's PQE. I had known a little bit about Bloom - what it does and how it operates with clients and suppliers - but I was yet to learn all about the ins and outs of the Bloom world.

I have been at Bloom for almost a year now and during this time I have met such wonderful people and have learnt a lot! I had no experience of procurement or contracts before joining, but with the help of my manager and the rest of Bloom, I am now in a position where I can confidently say I am good at my job.



At Bloom we are making a real societal difference.

I have had the pleasure of working with some fantastic customers and supporting impactful and critical projects across the UK; from major regeneration projects that elevate the lives of local residents, to complex healthcare projects, ensuring patients continue to receive the exceptional levels

of care from our inspiring front-line workers.

This wouldn't all be possible if it wasn't for the Bloom community, who all play an integral role within the business. Brilliant, selfless, and knowledgeable individuals who are passionate about what they do.

Interested? Apply today!

We look forward to receiving your application.

