

POSITION DESCRIPTION

Growth Marketing Manager

ReadyTech (ASX:RDY) exists to help communities thrive, and ReadyTechers flourish on making that change happen.

They enjoy taking on challenges that matter to our customers, communities, and the world – and working to solve them with incredible technology that helps navigate complexity, while also delivering meaningful outcomes.

ReadyTechers are enterprising, and hungry to make a difference. But, more than ever, ReadyTechers are *ready for anything*.



POSITION DESCRIPTION

Title	Growth Marketing Manager	Location	Sydney, NSW (preferred)
Report to	Head of Marketing, CX & Corporate Communications	Direct report(s)	Digital Marketing & Communications Specialist

The purpose of this role

The Growth Marketing Manager role will take ownership of our acquisition marketing strategy and processes, build tailored prospect journeys and contribute to the development of an integrated and scalable go-to-market strategy.

Reporting to the Head of Marketing, CX & Corporate Communications, this is an exciting role for an energetic and results-driven marketer that will provide the right candidate an opportunity be part of an amazing transformation.

You are a confident and proactive self-starter with a passion for learning, problem solving, and making data-driven decisions. You're always accountable for your actions, you never give up, and you strive to find the best outcomes – identifying solutions rather than dwelling on problems.

To be successful in this role you will be a strong team player, enjoy working closely with commercial functions to craft and deploy strategic account-based marketing and demand generation programs, have an obsession for capturing, nurturing and converting high-quality leads, show an absolute commitment to the delivery of effective multi-channel campaigns and thrive in a fast-paced, dynamic environment where no two days are the same.

The key accountabilities of the role

- Own the development and execution of acquisition marketing campaigns and account-based marketing programs across digital and traditional channels for both SME and Enterprise markets that drive conversion.
- Maintain strong lead processes, tracking metrics and pipeline operations including, but not limited to, lead scoring, reporting touchpoints and sales cycle touchpoints.
- Optimisation of marketing automation, CRM and Google Analytics processes to track and manage leads and overall campaign effectiveness.
- Identify opportunities for new and different segmentation criteria based on audience behaviours and persona characteristics.
- Track, measure and report on campaign activities and performance, including identifying opportunities to improve and scale in real-time.
- Frequently analyse automation results to optimise our efforts and drive higher conversion from open/click-through to acquisition and retention.
- Work closely with the wider marketing team to ensure all initiatives meet broader CX, brand and marketing team objectives.



The key responsibilities of the role

- Creating and executing acquisition and upsell/cross-sell campaigns and events (online or face-to-face) that increase overall market share and existing customer share of wallet.
- Partnering with Sales to drive, develop and deliver account-based marketing programs for agreed target accounts, including running regular reviews.
- Support Sales and Customer Success teams through the development of supportive campaign collateral and sales enablement materials aligned to all acquisition initiatives, including evergreen assets such as competitor insights and battlecards.
- Lead the charge championing best practice CRM data management and subsequent initiatives to drive progressive profiling and information management between teams.
- Plan and execute on, with the support of the Digital Marketing & Communications Specialist, all campaign assets for web, email and social as well as managing the build of dynamic, trackable landing pages and A/B testing emails.
- Execute detailed quality control checks to ensure all campaigns are deployed to a high standard with appropriate tracking in place.
- Support the development of a content strategy including planning and mapping campaign requirements and then collaborating with internal stakeholders to deliver on-time, to a high standard.
- Collaborate with multiple team members to work on design and copy/content.
- Evaluate data and test, track and report on key campaign results and continually identify opportunities for improvement.

The ideal candidate will have these:

1. Skills	<ul style="list-style-type: none">• Effective understanding and use of time management and the ability to juggle multiple projects simultaneously, effectively prioritising tasks and meeting deadlines while driving results.• Highly developed stakeholder engagement/management skills including the ability to adapt your working style to different people and environments.• Adaptable and positive attitude with exceptional attention to detail, ability to get your hands dirty, and a passion for continuous improvement.• Excellent oral and written communication skills.
2. Knowledge	<ul style="list-style-type: none">• Pragmatic, data-driven approach to campaign development and a strong understanding of the marketing funnel and conversion optimisation.• Outstanding analytical and reporting skills, working with complex datasets to understand performance, optimize campaigns, drive decision-making, and measure outcomes.• Demonstrated experience utilising and optimising marketing automation tools including CRM, Google Ads, Google Analytics and paid social.
3. Experience	<ul style="list-style-type: none">• Minimum 4-6 years' experience in B2B marketing, ideally within the technology or education sector.• Track record of creating successful lead gen and/or go-to-market campaigns.• Strong experience collaborating across technical and non-technical teams.