

## **Senior Marketing Associate, Fixed Term Contract (until May 2026) London (Hybrid)**

### **Job description**

Neudata is looking for a B2B Marketing Associate to join our London-based team in a hybrid role (three days in our Moorgate office, two from home). This role will be a fixed term contract role until the end of May 2026.

Reporting to the Head of Marketing, you'll play a key role in driving lead generation through paid ads, cold email campaigns and engaging webinars. You'll also work on audience segmentation, campaign optimisation and marketing automation, supporting multiple product lines.

This is a hands-on, varied role for someone who is highly organised and confident managing multiple projects. We're looking for a self-starter who's curious about new marketing tools and technologies and excited to work in a fast-paced environment.

### **Key responsibilities**

- Oversee paid advertising strategies, collaborating closely with external ad agencies and Neudata's internal design team to optimise performance on LinkedIn and Google ads.
- Develop and execute targeted cold email marketing and nurture campaigns to engage Neudata's diverse audience segments and drive MQLs.
- Plan, coordinate and deliver engaging webinars, working collaboratively with internal stakeholders and external partners.
- Execute audience segmentation and list-building initiatives, using platforms like LinkedIn or Zoominfo, to support growth across multiple product lines and audience segments.
- Monitor campaign performance and recommend improvements to drive ongoing success against MQL targets.

### **Who we are looking for**

- 3–5 years of B2B marketing experience is essential. Ideally within finance, fintech or data-centric industries.
- B.A. in marketing or a related field (or equivalent work experience)
- Proven ability to effectively collaborate with advertising agencies and design teams, managing successful B2B ad campaigns.
- Proficient with HubSpot Marketing Hub, with experience creating and managing marketing campaigns and workflows. Marketing operations experience is a plus.
- Experience managing webinars, from planning and promotion to execution and post-event follow-up.
- Audience segmentation background. Capable of clearly defining and targeting Ideal Customer Profiles (ICPs) and multiple target audiences

- Self-starter who proactively generates and implements new ideas and is comfortable operating independently within a collaborative, agile environment.
- Excellent organisational skills, exceptional attention to detail and comfortable executing multiple projects simultaneously.
- Experience working across tech platforms such as ZoomInfo, Clay, LinkedIn Sales Navigator, Asana, Zoom, Close.io or comparable sales, marketing, and project management tools.

## **Compensation**

- Competitive base salary.
- 25 days of annual leave plus an additional day for each year worked.
- Hybrid role: 3 days per week in the London office.
- Flexible work-from-anywhere program.
- Study days.
- Volunteering days.
- Employee referral bonus scheme.
- Private medical insurance including dental, optical and hearing.
- Enhanced family policies.
- Company social events.
- Nest workplace pension scheme with Neudata matching employee contributions up to 10%.

Applicants must be eligible to work in the UK and should be available immediately or ASAP.

## **Company**

Headquartered in London, with additional offices in NYC and Shanghai, Neudata is an innovative fintech firm. We help professional investors find new, interesting sources of data that can supplement their investment process. We consult data owners through the development of data products. We organise conferences where data buyers and data sellers can meet, network and explore industry trends.

At Neudata, we value innovation, collaboration and a can-do attitude. Our growing team of 80+ employees consists of research analysts, developers, product managers, journalists, events and marketing professionals, and business development staff.

## **Application process**

To apply, please submit your CV to [hr@neudata.co](mailto:hr@neudata.co).