



Growth Campaign Manager

Based in Braintree, Lolly is a leading software and technology firm in the hospitality sector producing a wide range of state-of-the-art technology solutions including robot waiters, facial verification, mobile apps, EPoS and payment solutions.

Our mission is to make technology simple, by implementing the best solution, incorporating the most reliable intuitive technology and to follow this with first class after-sales customer care.

We exist to create a technology hub for now and in the future.

About the Role:

Reporting to the Head of Marketing, this is an amazing opportunity to join a thriving and fast-growing business. We are looking for a proactive, organised and creative Campaign Manager to join our dynamic marketing team, in a critical role focused on driving measurable growth. You will take full ownership of demand generation initiatives from strategy through execution, to build awareness, generate high-quality leads, and support predictable pipeline creation. This includes leading integrated, data driven campaigns from idea to delivery, shaping campaign direction, managing resources, setting goals and ensuring timely, effective execution. -growing business. We are looking for a proactive, organised and creative Campaign Manager to join our dynamic marketing team, in a critical role focused on driving measurable growth. You will take full ownership of demand-generation initiative-quality leads and support predictable pipeline creation. This includes leading integrated, data-driven campaigns from idea to delivery, shaping campaign direction, managing resources, setting goals and ensuring timely, effective execution.

This role is ideal for someone with a broad marketing background and strong experience across digital marketing, CRM systems, funnel management and analytics, who is ready to lead demand generation efforts that directly impact revenue. It's also perfect for someone who may not have held a formal campaign management title before but has demonstrable experience across key marketing functions, particularly copywriting, social media, reporting and performance optimisation. -generation efforts that directly impact revenue. It's also perfect for someone who may not have held a formal campaign-management title before but has demonstrable experience across key marketing functions

Responsibilities

- Project manage and own integrated marketing and demand generation campaigns end-to-end, from concept, planning and asset development through to execution, optimisation and performance analysis. -generation campaigns end-to-end
- Develop campaign strategies, messaging, targeting and multi-channel plans (digital, paid, ABM, email, events) aligned with business and revenue goals.
- Set clear campaign objectives, KPIs, timelines and budgets, ensuring efficient use of resources and on brand delivery. -brand delivery.
- Manage and optimise funnel performance from lead capture through MQL, SQL and opportunity stages, working closely with sales to ensure lead quality and effective follow-up.
- Use CRM and analytics tools to monitor results, report insights, forecast performance and identify opportunities to scale and improve ROI.
- Introduce new tools, processes and approaches to enhance campaign effectiveness, operational efficiency and overall marketing performance.
- Collaborate with internal stakeholders and cross-functional teams to ensure alignment, clarity and seamless execution.

- Contribute to ideation and creative development, bringing fresh thinking and new approaches to campaigns.
- Support the wider marketing mix where needed, including content creation, social media, email automation, digital optimisation and events.

About You

We're looking for someone who is:

- Highly organised, proactive and solutions focused, with the ability to manage multiple campaigns and growth initiatives simultaneously. -focused, with the ability to manage multiple campaigns and growth initiatives simultaneously.
- Commercially aware, with a strong understanding of the full marketing and sales funnel and how demand translates into pipeline.
- A strong problem solver who can navigate challenges, think on their feet and make data driven decisions using analytics and attribution models. -solver who can navigate challenges, think on their feet and make data-driven decisions using analytics and attribution models.
- Creative, with a flair for ideation, campaign development and a willingness to experiment with new approaches.
- Comfortable working in fast paced, collaborative environments and confident engaging cross functional teams. -paced, collaborative environments and confident engaging cross-functional teams.
- Someone who brings fresh ideas, challenges convention and introduces new ways of doing things.
- A natural, confident communicator who works well across teams and disciplines.

Key Skills & Requirements:

Essential

- Solid marketing experience across multiple channels, particularly copywriting, social media, reporting and digital delivery.
- Proven experience owning and executing lead generation and demand generation campaigns across digital, ABM, paid and email. -generation and demand-generation campaigns across digital, ABM, paid and email.
- Strong project management and organisational skills, with experience working within a multiskilled marketing team. -management and organisational skills, with experience working within a multi-skilled marketing team.
- Strong CRM experience (OpenCRM or similar) and comfortable using CMS, social scheduling and analytics platforms.
- Deep understanding of funnel performance (MQLs, SQLs, attribution) and the ability to use analytics and reporting tools to optimise performance and ROI.
- Excellent written and verbal communication skills.

Desirable

- Experience contributing to or managing full integrated campaigns end-to-end. -to-end.
- Familiarity with campaign reporting, performance analysis and marketing process improvement.
- Experience in B2B SaaS or technology led environments. -led environments.
- Previous involvement in scaling demand generation functions. -generation functions.
- Experience managing paid media campaigns.

Why Join Us?

We are one of the leading omni-channel retailers across the UK, but more than that, we are a great place to work. We value you and your development. We pride ourselves on giving our team members the opportunity and continued training and development to enable them to progress their personal and professional skills.

Our aim is to create a fun and creative environment, where your success is paramount to ours and you are given the right tools, support, and platform to achieve your goals. More than that, we want

every team member to be happy in their work and feel they can contribute and add value to the business.

Diversity

At Lolly we believe in creating a positive environment where our differences are respected and each of us feels valued for our contribution. Treating people fairly is part of our values and at the core of our culture. As an inclusive employer, all qualified candidates will be considered regardless of race, ethnicity, religion or belief, age, socioeconomic background, gender identity or expression, sexual orientation, pregnancy and maternity and caring responsibilities, marital status, nationality, and disability including invisible disabilities and neurodiversity.

We recognise the different perspectives which arise from *a diverse and multi-skilled workforce*. We believe this assists us in providing an excellent service to our customers.

We know that a great hire won't necessarily meet every requirement that we've outlined. If you can see yourself elevating the team, we want to hear your story. Few of us would be here had we not taken a chance.

Importantly, for us diversity is also about building and maintaining happy teams, filled with colleagues who want to learn and develop, and want to be inspired by each other and our different experiences.

Hiring Process

We review applications on an individual basis. If we feel you would be a good fit, we will invite you to join us on a Teams chat for an informal discussion about the role, and for you to see if we are a good fit for you.

We value open and honest conversations, giving you the chance to learn more about the role in a friendly and informal environment. We want to learn more about you and why you feel that this next step is the right opportunity for your career development.

We look forward to receiving your application, and we hope to meet you soon.

Job Type:	Permanent
Salary:	
Proposed Hours:	Monday to Friday. 9:00am – 5:30pm
Location:	Unit 3 Freeport Office Village Century Drive Braintree. Essex
Position Type:	Full-Time Office and Field Based (flexibility offered)