



Role Title: Growth & Partnerships Marketing Lead

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 a high-impact growth role with genuine ownership and influence. As Growth & Partnerships Marketing Lead, you will sit at the centre of Lolly's growth engine, owning demand generation while working closely with customers, integration partners and internal teams to turn real-world success into pipeline-driving marketing activity. This is not a delivery-only campaign role. You'll shape how Lolly shows up in the market by combining data-driven growth marketing with authentic customer stories, partner collaboration and compelling use cases. You'll lead integrated campaigns end-to-end, while actively building case studies, testimonials, UGC and co-marketing initiatives that strengthen credibility, differentiation and commercial impact. This role is ideal for someone who enjoys strategy, creativity, relationships and results, and wants a direct line of sight between their work and business growth.

Responsibilities

Growth & Demand Generation

- Lead and deliver integrated growth and demand-generation campaigns from idea to execution, optimisation and reporting.
- Develop campaign strategies, messaging and multi-channel plans across digital, paid, ABM, email, social and events.
- Set clear objectives, KPIs, timelines and budgets, ensuring campaigns are commercially focused and results-driven.
- Manage and optimise the funnel from lead through to opportunity, working closely with Sales on lead quality and follow-up.
- Use CRM and analytics tools to track performance, forecast outcomes and continually improve ROI.

Partnerships, Customers & Advocacy

- Work directly with customers to create case studies, testimonials and success stories that demonstrate real impact.
- Collaborate with integration and technology partners on joint campaigns, content and co-marketing activity.

- Build and scale user-generated content (UGC) across channels, bringing authentic customer voices into Lolly's marketing.
- Act as a connector between Marketing, Sales, Product and Partnerships to ensure customer insight feeds into campaigns and messaging.

Collaboration, Innovation & Influence

- Contribute to growth strategy and campaign ideation, bringing fresh thinking and challenger-brand ideas.
- Introduce new tools, such as AI based, processes or approaches that improve campaign effectiveness and marketing performance.
- Support the wider marketing mix where needed, including content creation, social media, email automation, digital optimisation and events.
- Work confidently with senior stakeholders across the business, influencing priorities and direction.

About You

We're looking for someone who is:

- Is commercially minded and understands how marketing activity translates into revenue and pipeline.
- Enjoys working with customers and partners, not just running campaigns behind the scenes.
- Is organised, proactive and comfortable owning multiple priorities.
- Uses data and insight to make decisions, test ideas and optimise performance.
- Brings ideas, challenges convention and looks for better ways to do things.
- Communicates clearly and confidently across teams and levels of seniority.

Key Skills & Requirements

Essential

- Strong experience across B2B marketing channels, including copywriting, digital, social and reporting.
- Proven experience owning demand-generation or growth initiatives.
- Solid understanding of funnels, attribution and performance measurement (MQLs, SQLs, pipeline).
- Experience using CRM systems and analytics platforms.
- Excellent written and verbal communication skills.
- Comfortable managing and collaborating with external marketing agencies as required.

Desirable

- Experience contributing to or managing full integrated campaigns end-to-end.
- Familiarity with campaign reporting, performance analysis and marketing process improvement.
- Experience working with customers or partners on case studies or co-marketing.
- Background in B2B SaaS, tech or platform-led businesses.
- Experience supporting or scaling growth functions.
- Exposure to paid media or ABM 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