

# Marketing Specialist London (Hybrid)

Are you passionate about engaging customers through targeted email and SMS campaigns? **Join our team as a Marketing Specialist.** We are a fast-growing company with deep expertise in the **UK automotive industry**, focused on innovation through predictive analytics and digital engagement. In this role, you will work in our London office (with a flexible hybrid schedule) and report into the Product Organisation, collaborating across teams to deliver a world-class onboarding experience. If you have 2–3 years of experience in digital marketing and campaign automation and are excited to make an impact in a dynamic, data-driven environment, we want to hear from you!

## What You'll Do

- **Collaborate Cross-Functionally:** Partner with Sales and Customer Marketing teams to gather essential onboarding information and understand client needs.
- **Craft Engaging Content:** Write clear, compelling email and SMS content for multi-step onboarding sequences that welcome and educate new clients.
- **Leverage Our Automation Engine:** Use our internally developed marketing automation platform (ESP) to build, schedule, and send out personalized onboarding campaigns.
- **Test and Troubleshoot:** Rigorously test automation logic, email/SMS deliverability, and sequence timing to ensure a seamless onboarding flow; troubleshoot issues and implement fixes quickly.
- **Analyze and Optimize:** Monitor campaign performance metrics (open rates, click-through, conversions, etc.), and share insights and results with the team and stakeholders.
- **Iterate for Improvement:** Gather feedback and use data insights to make iterative content and workflow improvements, continually enhancing the onboarding experience for our clients.

## Who You Are

- **Experienced Marketer:** 2–3 years of hands-on experience in email marketing and campaign automation, ideally creating and managing customer onboarding or drip campaigns.
- **Copywriting Pro:** Excellent copywriting skills with meticulous attention to detail – you can craft messages that are both engaging and error-free.
- **Tech-Savvy & Analytical:** Proficient with marketing automation tools and testing best practices; comfortable troubleshooting logic/technical issues. You have an analytical mindset and can translate campaign data into actionable insights.
- **Customer-Centric:** You think from the client's perspective and strive to make every touchpoint valuable. Experience in the **automotive industry** or UK B2B market is a plus, allowing you to relate to our audience even more.
- **Continuous Learner:** You stay updated on email/SMS marketing trends and are always looking to improve your skills. (Bonus points if you can share case studies of successful email marketing campaigns you've worked on!)

## What We Offer

- **Industry Leadership:** Be part of a company with deep domain expertise in the UK automotive sector. You'll work on innovative projects at the intersection of predictive analytics and digital engagement, shaping the future of how businesses connect with their customers.
- **Impact & Growth:** A dynamic, collaborative work environment where your ideas are valued and can lead to immediate impact. You'll have the opportunity to grow your expertise, take on new challenges, and advance your career as our company continues to expand.
- **Flexible Work Environment:** Enjoy a hybrid work schedule – combine the energy and collaboration of our London office with the flexibility of remote work. We believe in work-life balance and adaptability.
- **Competitive Compensation:** A competitive salary and benefits package that rewards your experience and contributions. You'll be joining a forward-thinking team that celebrates success and nurtures talent.

### How to Apply

Email [careers@tekcor4.com](mailto:careers@tekcor4.com) with the job title in the subject line