

B2B Marketing Executive

12-Month Fixed-Term Contract

Reports to: Marketing Performance Manager

Location: Bromsgrove

Contract: 12-month fixed-term contract

Role Purpose

To support B2B growth through strong marketing execution across sales enablement content, case studies, client storytelling and campaign support.

This role is responsible for delivering high-quality B2B marketing content and materials that support sales activity, lead generation and brand credibility. It is a hands-on execution role, suited to someone who can work at pace, turn briefs into strong content and assets, and support commercial priorities effectively.

Key Responsibilities

B2B Content & Campaign Support

- Support delivery of B2B marketing activity across relevant channels and campaigns
- Create B2B content aligned to campaign, sales and business priorities
- Write and adapt copy for different B2B audiences, including local SMEs, key accounts and national clients
- Contribute ideas to strengthen the effectiveness and consistency of B2B marketing output

Sales Enablement & Lead Generation Support

- Support the sales function with high-quality marketing materials that help generate interest and support conversion
- Produce sales collateral, one-pagers, presentations and supporting campaign assets
- Support the development of lead generation campaigns and nurture content
- Work closely with the Marketing Performance Manager to ensure B2B activity aligns with commercial priorities

Case Studies, Client Storytelling & Featured Employer Content

- Develop case studies, testimonials and client success content
- Create featured employer and other client-facing materials for website and campaign use
- Gather, shape and present content that supports brand trust and sales conversations

- Ensure client-facing content is accurate, well written and commercially credible

ABM, QBR & Tender Support

- Support account-based marketing activity through the preparation of tailored content and assets
- Assist in creating materials for QBRs, tender submissions and key account initiatives
- Help build repeatable templates and stronger content standards for B2B sales support

Content Creation & Design

- Produce creative assets using Canva and Adobe for B2B content, presentations, campaigns and collateral
- Ensure all assets are on brand, professional and fit for purpose
- Work efficiently and independently with limited day-to-day checking

Website & Digital Content

- Support updates to B2B website content where needed
- Contribute written content for landing pages, blogs, news and campaign materials
- Help ensure digital content is aligned to tone of voice, audience needs and current priorities

Team & Stakeholder Support

- Work closely with the Marketing Performance Manager, Head of Marketing and wider team to deliver against business priorities
- Support agreed requests from national sales, key accounts and branches where relevant
- Work within defined approvals and escalation routes
- Maintain good pace, responsiveness and delivery standards in a busy commercial environment

Essential Experience & Skills

- 2-4+ years' experience in a hands-on marketing role
- Strong copywriting and content creation skills
- Experience creating B2B marketing content and collateral
- Experience supporting sales with presentations, one-pagers, campaign assets or similar materials
- Strong design and graphics skills using Canva and/or Adobe
- Good understanding of what makes content commercially useful, not just well written
- Ability to manage workload independently and deliver to deadlines
- Strong attention to detail and good judgement around tone, messaging and brand

Desirable Experience & Skills

- Experience in B2B marketing, recruitment marketing or professional services
- Experience writing case studies, testimonials or client success stories
- Experience supporting lead generation or nurture campaigns
- Experience with email marketing platforms or campaign support
- Experience using LinkedIn for commercial marketing activity
- Experience using AI tools to improve efficiency and content development

What Success Looks Like

- Strong, consistent delivery of B2B content and campaign support
- High-quality sales support materials produced efficiently and with minimal rework
- Better quality and consistency in case studies, client storytelling and featured employer content
- Effective support for ABM, QBR and tender-related activity
- Good pace, responsiveness and collaboration with the wider marketing and sales team
- A clear contribution to improving the quality and commercial usefulness of B2B marketing output