



WE NEED YOU

WE'RE LOOKING FOR

Defence GTM Marketing Lead (EMEA)

LOCATION:

Reading & Hybrid – ad hoc international travel

WORKING HOURS:

Monday – Friday 37.5 hours per week

SALARY

Up to £55,000 per annum

BENEFITS

Life Assurance, Rewards Hub Discounts, Aviva Pension, HP Discounts, Company Sick Pay, ETHIC Values Recognition Programme

CONTACT TYPE:

Permanent

REPORTING IN TO:

Senior Client Service Manager

WE'RE LOOKING FOR A HIGHLY, EXECUTION-FOCUSED, PUBLIC-SECTOR MARKETEEER!

We are seeking a highly execution-focused EMEA Public Sector Demand Generation Lead to drive pipeline growth and deliver marketing-generated opportunities across defence sectors in the UK, Ireland, Spain, Germany, and France. You'll be working in partnership with USA based teams, so flexibility is required within the role.

This is a hands-on role responsible for planning, executing, and optimising integrated marketing programs that generate qualified leads, accelerate sales cycles, and contribute directly to pipeline and revenue. The role requires strong alignment with sales and a deep understanding of European public sector and defence buying environments, procurement cycles, and regulatory considerations.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

DEMAND STRATEGY & EXECUTION

- Develop and execute integrated demand generation campaigns aligned to defence sales priorities across EMEA
- Build campaign plans including target accounts, personas (e.g., CIO, CISO, IT Director, Programme Lead, Procurement), messaging, channels, and KPIs
- Align marketing activities to public sector budget cycles and funding timelines across key European markets
- Manage end-to-end campaign execution from planning through optimisation.

PIPELINE & MGO OWNERSHIP

- Own and deliver against pipeline and marketing-generated opportunity (MGO) targets across defence accounts
- Partner closely with sales leadership to define opportunity criteria and improve lead-to-opportunity conversion
- Conduct regular pipeline reviews and adjust campaigns to address funnel gaps and performance

ACCOUNT-BASED MARKETING (ABM)

- Support named account and priority defence account strategies in partnership with sales
- Develop targeted, personalised campaigns for high-value defence organisations and programmes
- Support deal acceleration marketing for strategic opportunities

EVENTS & FIELD MARKETING

- Plan and execute defence-focused events including industry conferences, roundtables, executive briefings, and webinars
- Develop pre- and post-event engagement strategies to drive attendance and convert interest into pipeline
- Track event performance and contribution to pipeline

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**Defence GTM
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DIGITAL, EMAIL & PAID MEDIA

- Execute multi-channel demand programs including email marketing, nurture journeys, and paid media (LinkedIn, search, programmatic, industry publications)
- Segment audiences by persona, account, and buying stage
- Optimise campaign performance through A/B testing and continuous improvement
- Manage cost-per-lead and cost-per-opportunity metrics

MESSAGING & THOUGHT LEADERSHIP

- Collaborate with global and regional teams to develop defence-relevant messaging and content
- Position HP as a trusted partner in secure, mission-critical environments (e.g., cybersecurity, zero trust, hybrid work, AI, device lifecycle management)
- Tailor messaging to country-specific regulations and defence priorities

SALES ALIGNMENT & ENABLEMENT

- Act as a key marketing partner to EMEA public sector and defence sales teams
- Provide campaign toolkits including account lists, messaging, and outreach templates
- Enable sales teams to amplify campaigns through social and direct engagement
- Drive strong adoption of marketing programs within the sales organisation

DATAS, REPORTING & OPTIMISATION

- Track and report on campaign performance, pipeline contribution, MGOs, and ROI
- Build dashboards and provide regular performance insights to stakeholders
- Continuously optimise channel mix, targeting, and budget allocation

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You'll have proven experience in B2G/public sector demand generation, ideally within defence or regulated industries
- You'll have strong understanding of EMEA public sector procurement and defence environments
- You'll be able to demonstrate success in delivering pipeline impact and marketing-generated opportunities
- You'll have proven experience executing integrated campaigns across events, digital, email, and paid media
- You'll be familiar with account-based marketing and working in a named-account sales model
- You'll demonstrate proficiency with CRM and marketing automation tools (e.g., Salesforce, Marketo)
- You'll have strong analytical, communication, and stakeholder management skills
- You'll be execution-oriented with strong accountability for results
- You'll have proven experience in working with complex, multi-country stakeholder environments
- You'll be highly collaborative with sales and cross-functional teams
- You'll be data-driven with a continuous optimisation mindset
- You'll be able to manage multiple high-impact programs across EMEA markets

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Defence GTM
Marketing Lead
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Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

