



Marketing Manager

Xampla is a groundbreaking materials technology company unlocking the power of natural plant polymers for a range of industries and applications, from plastic-free alternatives in packaging to high-performance encapsulation. Borne from 15 years of research at the University of Cambridge, Xampla is the UK's first university spin-out to be award B Corp status, highlighting our care for people and planet. Our team of global experts are committed to make the world a better place with cutting-edge scientific and industry knowledge. Inspired by nature, powered by innovation, and led by world-class science, Xampla is scaling the next generation of materials to revolutionise the way we all live.

The Role

The company is seeking a Marketing Manager to join the team, with responsibility of Partner Marketing & ABM channel strategy and campaign delivery.

The Marketing Manager will be responsible for developing and executing marketing initiatives that engage our partners and target key accounts.

They will be the marketing channel lead, and responsible for:

- Partner Marketing
 - Support Head of Marketing to create and deliver partner marketing strategy
 - Creation of partner marketing propositions and claims for customers (licencee, manufacturing partners and brands)
 - Creation and execution of partner marketing activities and campaigns
 - Creation of partner case-studies
 - Creation of partner marketing collateral to support BD team
- ABM
 - Creation and execution of ABM campaigns and tactics for targeted customers (licencee, manufacturing partners and end brands)
 - Research and monitoring of target customers
- Creation and execution of evaluation framework for owned channels
- Tracking and evaluation of channel activity against agreed KPIs
- Management and reporting of channel budget
- Ad hoc additional support for Head of Marketing and wider business

Candidate Experience

This role requires a deep understanding of B2B marketing strategies, excellent communication skills and a passion for sustainability and innovation. Our ideal candidate has a wealth of understanding of ABM and partner marketing gained working for an ingredient materials technology brand.

The Marketing Manager (Partner Marketing & ABM) should have:

- Excellent understanding of Account Based Marketing and Partner marketing best practices, and how these channels can drive commercial value for a licencing business
- Experience delivering partner marketing with a board range of customers (small, global, B2B, B2C etc) to plan and create bespoke partner campaigns
- Experience building account plans and creating and delivering targeted ABM campaigns
- Excellent understanding of ingredient brands and how to market their value to end customers.
- Excellent track record of persuasive marketing assets that drive customer demand and create commercial success

Candidate Skills

We are looking for someone with:

- Exceptional skills within ABM and Partner Marketing disciplines
- Strategic thinker with a keen eye for execution and detail
- Outstanding communication skills – both written and oral
- Confident presentation skills
- An individual with a can-do attitude who thrives in a fast-paced environment and willing to roll their sleeves up
- Self-starter who is proactive and takes initiative, whilst being a collaborative team player.

Package

- Competitive salary dependant on experience
- Share options in a fast-growing Cambridge start-up
- Competitive pension scheme
- Life assurance
- Generous holiday package
- Flexible working options
- Private medical cover
- Training and development package