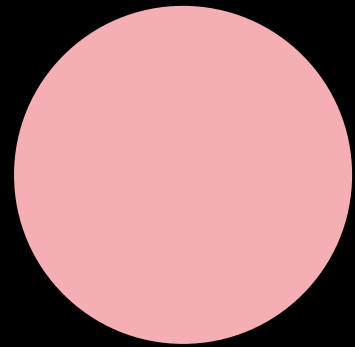
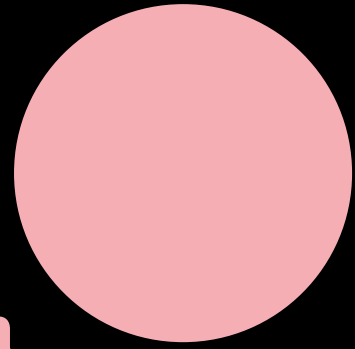


December 2025

Savanta

**Role Specification:
Demand & Acquisition
Lead**



Classified: Private

Location: London (Hybrid, 1-2 days per week onsite)

Business Area: Marketing

Reports to: Head of Marketing

About the Role:

Demand Generation Lead (Digital Marketing Lead) | Marketing | London

The Demand Generation Lead position is responsible for driving growth across Savanta's market research and product offerings. In this role, you'll partner with Marketing and Sales leadership to drive top of funnel and pipeline growth initiatives. The successful candidate is results oriented analytical and focused on delivering qualified leads that help grow Savanta globally.

This lead will own the strategy, planning, and optimization of paid channels to deliver measurable business impact.

In addition, they will develop and optimise multi-channel acquisition strategies, including programmatic, search, social, and events, working closely with Savanta Marketing and Sales teams and agency partners to deliver high-quality leads that align with growth projections.

This is a critical role in expanding Savanta's reach, attracting the right audiences, and optimizing campaigns to deliver high-quality leads that convert into revenue.

Acquisition Strategy & Channel Management:

Proven ability to...

- Develop integrated demand generation strategies to acquire and convert high-value B2B prospects.
- Own strategy, planning, and execution of digital acquisition campaigns across paid search, paid social, programmatic display, and retargeting.
- Develop, execute and iterate on email marketing and nurture campaigns; work closely with the Marketing Operations Administrator and other team members to maintain CRM integrity.
- Work with marketing team counterparts to develop and facilitate digital marketing campaigns.
- Partner with regional agency leads to orchestrate global and market-specific campaigns.
- Collaborate with the Product Marketing & Brand lead to ensure acquisition campaigns reflect the brand voice and resonate with target industries.
- Build and maintain always-on and campaign-based media plans to support demand generation.

Performance Optimization:

Proven ability to...

- Establish KPIs and reporting frameworks to measure, share and optimise lead quality, conversion rates, and ROI.
- Monitor campaign performance daily/weekly, using data to adjust targeting, bids, creative, and landing pages.
- Continuously test, optimize, and scale campaigns based on data insights.
- Partner with Marketing Ops to ensure tracking accuracy and proper attribution.

Budget & ROI Ownership:

Proven ability to...

- Manage acquisition budgets, forecasting, and pacing across channels.
- Report on ROI and cost-per-lead and recommend budget reallocations based on performance.

Collaboration & Execution:

Proven ability to...

- Work closely with the Marketing Ops Admin and Digital Marketing Coordinator to ensure campaigns launch on time and meet brand standards.
- Partner with the Lifecycle & Sales Enablement Lead to align acquisition strategies with downstream conversion goals.
- Partner with Product & Brand Marketing Lead to ensure delivery and tracking of product launch and brand initiatives.

People & Team:

Proven ability to...

- Work with the Head of Marketing to build and develop a high performing team, fostering a culture of continuous innovation, and held accountable for delivering the marketing strategy within regions & sectors.
- Ensure team is empowered, and held accountable for delivering the Marketing strategy, and able to manage all levels of talent within the Marketing team.
- Create progression plans and stretching objectives for junior staff, ensuring they deliver against them, managing performance where required and taking corrective action (e.g. Performance Improvement Plans).
- Support the delivery of our recruitment strategy, including interviewing prospective members of the team.
- Build relationships with key internal stakeholders, become a trusted advisor to colleagues with ability to influence senior as well as junior team members.
- Mentor team members and support their career development across a broad skill set.
- Embody company values and meet performance expectations.

Personal Development / Profile at Savanta:

Proven ability to...

- Build a visible profile across the team and wider business.
- Promote global best practices, innovation, and collaborative ways of working.
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Actively own personal development goals and work closely with managers to achieve them.

About You:

You're a data-driven marketer who thrives on hitting (and exceeding) lead and ROI targets.

You're hands-on with paid platforms but also capable of managing agencies effectively. You have a strong understanding of B2B buying journeys, know how to reach decision-makers efficiently, and are constantly testing to improve performance.