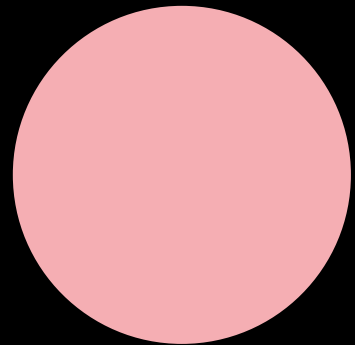
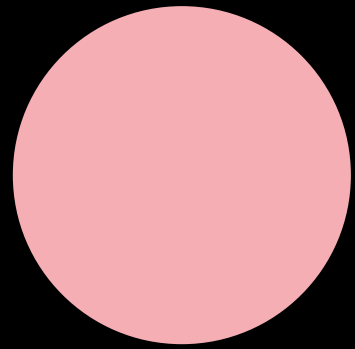


**Savanta**

**Role Specification:  
Marketing Manager |  
Secondment**



Classified: Private

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**Location:** London, NYC or Toronto

**Business Area:** Marketing

**Reports to:** Global Chief Marketing Officer

## About the Role:

*Marketing Manager | Marketing | London, NYC or Toronto*

As Marketing Manager, you'll oversee multiple high-profile campaigns simultaneously, ensuring the seamless execution and measuring results of these programs. Your role will have an immediate impact on our clients and prospects while highlighting Savanta's research and insights.

You'll own our events and webinar program, drive our flagship repeat campaigns like Grocery Eye and Consumer Compass, and act as the connective tissue across our marketing team, coordinating programs spanning demand generation, content, and product marketing.

As a new role within the Marketing team, you won't just execute a playbook, you'll help write it. You'll have the opportunity to shape our programs, processes, and presence across markets, in particular in the US, as we scale.

Key to this role is the ability to tell stories from data in a way that inspires and gets the attention of an audience. Bring data to life through storytelling that enhances the direction and narrative we are telling the market.

This role aims to build on existing skills while offering the ability to learn and expand.

This role would be a 6-to-12-month secondment to the marketing team, with a possibility for the role to become permanent based on completing on set targets such as:

- Successful execution of event calendar, ensuring MQL and/or attendance targets are met or surpassed for each event.
- Help to shape the storyline for Grocery Eye, Consumer Compass and other evergreen campaigns, ensuring we grow leads and MQLs by agreed target by end of secondment.

### **Key Responsibilities:**

- Own events plan end to end, determining, maintaining, and executing our calendar of owned events, paid/sponsored events, and webinars, from planning through post-event follow-up.
- Run always on campaigns (e.g., Grocery Eye, Consumer Compass, Business Confidence), managing timelines, deliverables, promotion, and performance across each wave. Work with RIC team leads and PR & Comms to develop themes and key talking points.
- Contribute directly to pipeline, driving MQL growth through events, campaigns, and programs, and building awareness of Savanta and our brand in the market.
- Work cross-functionally with Product Marketing, Demand Generation and Sales to help develop Account Based Marketing (ABM) campaigns to drive awareness and interest in Savanta within target accounts.
- Coordinate across the team so campaigns land as one coherent effort rather than in silos, running program check-ins, flagging blockers early, and keeping stakeholders informed on status.
- Partner with sales and commercial teams to ensure programs are properly rolled out for follow-up, briefing them on campaigns, equipping them with materials, and closing the loop on leads.
- Write and produce clear, polished content as needed, e.g. emails, landing pages, one-pagers, event collateral, and other supporting materials.
- Manage multiple projects and stakeholders simultaneously.

**People & Team:**

- Build relationships with key internal stakeholders, become a trusted advisor to colleagues with ability to influence senior as well as junior team members.
- Develop & maintain a good working relationship with other team members.
- Positively contributes to team meetings and initiatives.
- Acts as a strong team player.

**Personal Development / Profile at Savanta:**

- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Embodies company values and meet performance expectations.
- Actively owns personal development goals and work closely with managers to achieve them.
- Raises the profile of the company through writing marketing content for publication, and posting/ sharing content on LinkedIn, social media, etc.
- Identifying areas for improvement and taking the lead for positive changes.
- Builds a visible profile across the team and wider business.

**About You:**

You are proactive & commercially minded, bringing structure, energy and momentum to a broad programme of campaigns, events and cross-functional initiatives. Confident managing multiple moving parts at once, comfortable working with stakeholders across marketing, sales and research teams, and able to turn insight and data into clear, compelling stories for external audiences.

Hands-on, organised and delivery-focused, with the confidence to operate in a newly created role where processes are still being shaped. Taking ownership, spotting gaps, improving ways of working and keep programmes moving without needing every step defined for them.

Strong communication, stakeholder management and project coordination skills will be essential, alongside the ability to balance strategic thinking with practical execution.