

Marketing Manager

Drive Growth for One of the UK's Leading Professional Training Providers

At Quanta, we help organisations develop the skills, knowledge and capabilities they need to succeed through industry-leading training solutions across Project Management, Agile, IT Service Management, Leadership and Technical IT.

We're looking for an experienced and commercially focused Marketing Manager to lead our marketing function and play a critical role in the next phase of our growth. This role is about much more than campaigns and content. We need a strategic marketing leader who can generate demand, strengthen client relationships, increase opportunities for our sales team, and help us diversify into new markets and sectors.

Quanta's growth model is built around developing long-term relationships with a relatively small number of high-value client accounts. We already work with several major organisations that generate significant levels of spend, and a key objective for this role is to increase the number of these strategic accounts while recognising that success will continue to be measured through the depth and quality of a focused client portfolio, rather than high-volume lead generation.

The ultimate measure of success is simple:

Increase the number of qualified organisations engaging with our sales team, grow revenue from existing clients, and create new business opportunities across a wider range of industries.

www.quanta.co.uk



About the Role

You'll be responsible for shaping and delivering Quanta's marketing strategy, ensuring every marketing activity contributes to measurable commercial outcomes. You'll work closely with Sales and Product Development to:

- Increase engagement, retention and spend within existing client accounts, while helping to develop additional strategic high-value customer relationships
- Generate demand from new organisations and sectors
- Strengthen Quanta's brand and market position
- Improve marketing effectiveness and ROI
- Build a data-driven marketing function that supports long-term growth

This is a hands-on leadership role with responsibility for strategy, team development, marketing operations and commercial performance.

Key Responsibilities

Revenue Growth & Business Development

- Develop and execute marketing strategies that increase qualified sales opportunities.
- Drive growth within existing client accounts through targeted marketing initiatives.
- Support the acquisition of new clients across both private and public sectors.
- Reduce reliance on a small number of industries by identifying and developing new target markets.
- Build strong alignment between marketing activity and sales objectives.

Key Responsibilities Continued

Client & Market Insight

- Develop internal and external market segmentation strategies.
- Lead client listening programmes to understand changing needs and buying behaviours.
- Analyse market trends, emerging skills requirements and competitor activity.
- Use insight to influence service development, positioning and go-to-market strategies.

Events, Campaigns & Engagement

- Own the marketing campaign calendar.
- Decide which external conferences, exhibitions and networking events Quanta should attend.
- Lead the strategy for Quanta-hosted webinars, customer events and thought leadership activities.
- Ensure activities generate measurable pipeline, engagement and revenue opportunities.

Marketing Performance & Commercial Effectiveness

- Measure and report on marketing ROI.
- Track the effectiveness of campaigns, events and lead generation activities.
- Oversee the inbound enquiry process and identify opportunities to improve conversion rates.
- Support pricing decisions through market and competitive analysis.



Key Responsibilities Continued

Leadership

- Lead, coach and develop the marketing team.
- Manage budgets, resources and priorities.
- Establish clear objectives and development plans.
- Build a high-performing, accountable and commercially focused marketing function.
- Work collaboratively with Sales Directors and Product Development teams to ensure marketing activity supports business goals.

What We're Looking For

Proven success in a B2B marketing leadership role.

- Experience generating demand for professional services, training, consulting or solutions-based businesses.
- Strong understanding of account growth, lead generation and client acquisition.
- Commercially minded with a track record of delivering measurable business results.
- Experience using market insight and analytics to shape marketing strategy.
- Strong people leadership skills.
- Comfortable working at both strategic and operational levels.

Why Join Quanta?

This is an opportunity to take ownership of a highly visible function and directly influence the growth of the business.

You'll have the freedom to shape strategy, introduce new ideas, embrace emerging technologies, and build a marketing engine that helps more organisations discover the value of Quanta's training and capability development services.

If you're motivated by business growth, commercial impact and building strong client relationships, we'd love to hear from you.

www.quanta.co.uk



Why work for Quanta?

Quanta actively encourages personal growth and development promoting authenticity, resilience, emotional intelligence, kindness and collaboration. Here's what some of the team have to say about their experience with Quanta.



Brian, Trainer

'I've worked for Quanta for over 6 years now. It's a place where I can grow and do my best work. Where the tools to do my best work are provided. A company where I can see the difference I make to our delegates, the company and to my colleagues. I cannot see myself working anywhere else.'

Kelly, Account Manager

'My personal growth has been amazing within my 3 years here. You are accepted for being yourself and your opinions count. There's a great mix of people and every day is varied. You really feel like you're making a difference and helping to improve workplaces with training and support. If you have an open mind and drive to excel in what you do, you'll do well here and have fun along the way!'



Martin, Trainer

'When I started at Quanta (16 years ago) it just felt like the right fit for me. Working for a company with real values that is committed to customers learning is an ethos that I agree with. The directors are hands on and there is a great atmosphere amongst all the staff. Quite simply the best company I've ever worked for.'

Rachel, Account Manager

'Working at Quanta has been like finding the extended family I never knew I needed. Personal growth and development is promoted as much as professional development. Coming to work and having fun... who wouldn't want that?'



Company Benefits



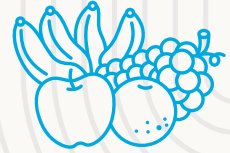
Cycle to Work Scheme



Free Eye Test



Free Seasonal Flu Jab



Free refreshments
and fruit daily



Family friendly policies



Hybrid working
(role dependant)



Additional holiday after
5 years' service



33 Days Annual Leave
including bank holidays



Reservist policy



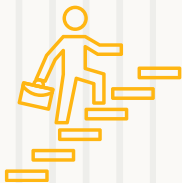
Free Parking



Company profit share scheme
(for all staff not on a
commission scheme)



Commission Scheme
(sales)



Personal / Professional
development



Coaching, Mentoring, training
Career development



Annual company
social events



Company away days
(hiking, canoeing etc)

