

Key Account Outreach Executive

Lead Generation, B2B campaigns, Email marketing,
Campaign creation

the
growth
group.

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Who are the 'Growth Group'?

The 'Growth Group' is the parent company of the email Marketing agency 'Inboxx' - a one-stop shop for growing and scaling companies around the world! Our aim is to become a group of companies that provide services that will directly improve revenue growth and sales.

Our services focus on outsourced sales and marketing strategies that directly influence our clients' sales - whether this be through organic marketing, lead generation, paid ads or external sales support!

With offices across the UK, US, Singapore and North Macedonia - this is your chance to join an international success story, and become part of an ambitious team bringing new strategies to B2B clients globally!

What will your role involve?

Your day-to-day responsibilities will surround creating and maintaining successful lead generation campaigns for our clients on LinkedIn and email channels; Managing and overseeing account activity, reaching out to potential clients on our client's behalf, creating outreach points, identifying changes in successful campaigns, evaluating of campaigns and most importantly - driving results and generating sales leads! You will have an essential role to support and curate campaigns for clients on our biggest package - the 'Velocity' package; creating multichannel lead generation campaigns.

You will have the fantastic opportunity to work as an extension of a range of successful companies around the world. Some of your tasks will include.....

- Managing client accounts and executing effective lead-generation campaigns
- Conducting sales-driven conversations through LinkedIn
- Generating sales leads for clients
- Creating engaging messaging across multiple channels
- Conducting A/B testing on campaign material
- Evaluating the success of campaigns
- Taking a proactive approach to your own day and performance
- Working towards fixed weekly and monthly targets

As you begin to get more experienced and learn the ins and outs of the platform - you will have the opportunity to progress through our clear progression route; gaining more opportunities and responsibilities for client management and portfolio growth!

Who are you?

This role is ideal for someone just starting out in their career, and looking to start a role that can give you long-term career progression and consistent skill development! Don't worry if this is all new to you, we can offer you all of the training you need, as long as you have the right attitude and some transferable skills...

- An undergraduate degree or one year of experience in a Marketing or client setting
- 1 year of general work experience (sales, marketing or customer service-based roles preferably)
- Confident writing in English, preferably B2 in English or above
- Strong communication; both with your team and your clients
- Proficiency in any other language is a huge plus!
- Confidence in organising your time and day
- Team player and comfortable collaborating
- Driven to work your way up and develop your career
- A fast-paced environment doesn't scare you away
- Positive attitude and outlook

Why Us?

On top of a diverse start to your marketing career, and consistent and direct mentorship of successful leaders from multiple companies, you will also have the unique opportunity to join our newly formed key accounts department, while also having all the training and resources you will need for a lucrative career...

- Direct training from our most successful employees from across our offices
- Excellent progression and growth opportunities
- Clear progression to a client-facing and client-management role
- Continuous and ongoing learning

What working at The 'Growth Group' means for you

And on top of a great opportunity, being part of the 'Growth Group' will mean...

- Clear, performance-based bonus structure after your first 3 months!
- Ongoing Learning and Development
- Work alongside an award-winning company!
- Rapid promotion and progression opportunities
- Excellent working environment - all the benefits of a start-up with the social and structural support of an award-winning organisation!
- Additional Paid day off on your Birthday

Joining Growth Group means becoming part of a dynamic team dedicated to innovation and excellence. As a Marketing Account Manager in our Skopje office, you'll have the opportunity to make a significant impact on our clients' campaigns and success, driving efficiency and productivity across the organisation. Additionally, you'll enjoy competitive compensation, flexible working, and opportunities for professional growth and advancement. For any further information please contact recruitment@in-boxx.com or s.ryan@growth-group.co.uk !