

Can you help us grow  
our high-potential  
product?

Acteon

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# Marketing Manager

## (Growth & Brand Leadership)

**Thank you for your interest in this position. This document will give you more information about Acteon, our work, and this role. On the next page you will find details explaining how to make your application.**

**Acteon** is a Cambridge-based agency and consultancy that creates communication and learning to help people flourish at work. We work with international clients across a wide range of sectors.

Our projects help people make better choices at work, work more efficiently, be safer, embrace diversity, develop their skills – whatever it is that makes them, and their organisations, more successful. Our projects often address complex issues where a client needs help to find its voice and promote positive change within the organisation.

For example:

- We've created dynamic mobile e-learning to help Netflix engage and inspire new joiners in film and TV production roles.
- Co-op saved millions of pounds through a major change initiative where Acteon used a blended communication campaign to help 40,000 front-line colleagues adopt essential new behaviours.
- We work extensively with global pharmaceutical companies, with a range of work from delivering leadership workshops to helping to train sales teams with information about new drugs and disease awareness.
- We work with Boots to train UK-wide pharmaceutical colleagues, through the creation of interactive training resources delivered through a bespoke digital learning platform built by our digital team.
- We also have a software product – Breeio, a learning management system (see [www.breeio.com](http://www.breeio.com)).

We help clients find the right way to connect with their audience, creating content that surprises, delights, engages and motivates them, as well as software solutions like Breeio ([breeio.com](http://breeio.com)) that deliver impact and results across the organisation.

### The role

We are looking for an exceptional marketing leader to join our team. Acteon has an award-winning hosted Learning Management System (Breeio) and a blue-chip client base. We need an experienced, entrepreneurial marketer to drive awareness, shape our brand, and generate demand as we scale our AI-powered learning technology.

This is a hands-on, strategic role for a self-starter who thrives on building campaigns that deliver measurable impact and who is excited to help define how Breeio is positioned in the marketplace. You'll have the opportunity to shape our marketing strategy, own our brand presence, and directly influence growth — while sharing in the success of this fast-growing part of our business.

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As Marketing Manager at Acteon, you will:

- Develop and execute integrated marketing to position Breeio as a market leader.
- Drive demand generation through targeted digital, social, email, and event campaigns.
- Build and manage outbound lead generation campaigns via email and LinkedIn in collaboration with the sales team.
- Shape Breeio's brand identity, messaging, and visual assets to ensure consistent presentation across all channels.
- Work closely with our in-house Design Studio to produce compelling and creative content
- Work with our in-house web developer to optimise the website for both SEO and CRO to drive quality and relevant traffic to the site, in addition to inbound leads.
- Manage and plan the social posting schedule, as well as create the required content for both the company page and selected company senior profiles.
- Create and map email marketing and automation campaigns with personalised content for each market segment and stage of the customer journey.
- Conduct market research and competitor analysis to inform positioning, campaigns, and product development priorities.
- Collaborate with senior leadership to influence product roadmap decisions using insights from customer feedback and market trends.
- Represent Breeio at events, webinars, and client-facing initiatives to amplify brand presence and credibility.
- Set and monitor marketing KPIs and general performance of all marketing initiatives.

Essential skills:

- Proven experience planning and delivering targeted lead-generation and campaigns.
- Strong track record in B2B marketing, ideally in SaaS or learning technology.
- Experience nurturing prospects throughout the marketing and sales funnel.
- Ability to translate complex product features into clear, compelling value propositions.
- Managing, tracking and developing PPC advertising and retargeting campaigns, on channels such as LinkedIn
- Good copywriting skills, for the production of content such as blogs, case studies, ebooks, guides, whitepapers and other lead magnets
- Experience using tools such as Google Analytics, Hubspot, SEMRush/Ahrefs (or similar), LinkedIn Ads, Canva.
- Strong organisational skills, with the ability to balance multiple initiatives and priorities.
- A collaborative, client-focused mindset that prioritises long-term relationships and real solutions.
- Enthusiasm and drive to contribute to the growth and success of an evolving product.

The ideal candidate is likely to also have:

- Minimum of 3 years' experience in B2B marketing, with a degree or advanced diploma in business or marketing. Experience marketing a learning management system, SaaS or software platform in a B2B environment.
- Experience growing SaaS product market share through innovative marketing strategies.

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## Who we are and how we work

Acteon has just over 60 colleagues, including consultants and writers, design studio colleagues, a digital team, marketing, people and operations teams. We are a limited liability partnership (LLP) with five partners.

Our office is a beautifully converted Georgian brewery in central Cambridge. Beer-making stopped in 1972, but there's still a pub next door.

We pride ourselves on strong relationships both internally and externally. We value and listen to the opinions of all colleagues; good working relations and positive attitudes to teamwork are at the heart of our organisation. We build relationships with clients rooted in our ability to exceed their expectations, deliver outstanding work, and form positive partnerships with them. We have a strong reputation and have won multiple national awards.

As a member of a small company you'll have a chance to influence the development of Acteon and to contribute to and share in our success.

## What we offer

We offer the satisfaction of stimulating and varied work performed to a high standard in a friendly and supportive environment. As a member of a small company you will have the potential to influence the development of our business and to contribute to and share in its success. The role will give you the chance to express a high degree of independence and creativity, whilst retaining the guidance and support of an experienced and dynamic team.

The role is full-time. Salary is c. £45,000 based on experience, and there is an opportunity to share in a company bonus. In addition, we offer a contributory pension scheme, life assurance, gym membership, DenPlan cover, and 25 days annual holiday (in addition to statutory holidays). Most colleagues follow a hybrid working pattern with some time spent in the office and some time working from home, while others spend most of their working time in the central Cambridge office.

### Making your application


To apply for this role, please send us:

1. Your CV.
2. A covering letter, briefly explaining your suitability for the role. Please state where you saw this post advertised.

Applications must be submitted by **14 November 2025**. Please send your application by post or by email to: [recruitment@acteoncommunication.com](mailto:recruitment@acteoncommunication.com)

Acteon, Burleigh House, 15 Newmarket Road, Cambridge, CB5 8EG.

Following review of the applications, selected candidates will be invited to our offices for an interview.



Acteon designs and delivers blended learning to help organisations flourish. We craft creative solutions that make a real and lasting change for our clients. We provide support for strategy & design, change communication, e-learning, blended learning, mobile, video, animations, workbooks, gamification, coaching tools and learning management.

Acteon is a multi-award winning agency with an international reputation for quality and innovation.

[acteoncommunication.com](http://acteoncommunication.com)

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