

**Job Title: Marketing Demand Generation Partner**

**Location:** Westhill, Aberdeen, UK

**Salary:** Up to £40,000

**Role Overview**

We are looking for a Marketing Demand Generation Partner to support the planning and execution of targeted regional campaigns across the energy sector. Sitting within the Strategic Marketing function, this role plays a key part in identifying and qualifying new business opportunities and enabling the sales team with insight-led, data-driven support.

This is a hands-on role focused on market research, campaign planning, and sales enablement, ensuring Business Development (BD) teams are equipped with the right intelligence, materials, and prioritised opportunities to maximise impact.

This role will require local, national, and international travel to support events, campaigns, and collaboration with BD teams and regional stakeholders.

**Key Responsibilities****Demand Generation & Campaign Planning**

- Plan and support regional demand generation campaigns aligned to drilling and production activity across the energy sector
- Use market intelligence (e.g. Kimberlite and other industry data sources) to identify displacement opportunities and growth areas
- Segment and prioritise accounts, targets, and regions based on commercial potential and strategic fit
- Align campaign activity with competitor positioning and market dynamics

**Sales Enablement & BD Support**

- Work closely with BD teams to develop insight-driven materials that support sales visits, account planning, and opportunity qualification
- Research and prepare targeted briefs for BD trips, ensuring maximum value from each engagement
- Support the identification and development of annual displacement opportunities for each BD representative
- Provide structured input into account plans and campaign targeting

### **Research & Market Insight**

- Continuously analyse market activity, competitor positioning, and customer needs to inform campaign strategy
- Translate data into actionable insights that guide both marketing and sales priorities
- Maintain accurate records of target accounts, opportunities, and campaign outputs

### **Events & Campaign Execution**

- Support the planning and delivery of trade shows, technical events, and marketing campaigns
- Coordinate logistics and ensure consistency across global activity where required
- Collaborate with internal teams to ensure messaging, materials, and follow-up are aligned

### **Performance Tracking & Reporting**

- Track and measure campaign effectiveness, including ROI from events and promotional activity
- Monitor outcomes from BD activity and demand generation efforts
- Provide regular reporting and recommendations to improve performance and targeting

### **Skills & Experience (ideal but not essential)**

- Experience in B2B marketing, demand generation, or sales support role ideally
- Strong analytical skills with the ability to interpret market data and translate into actionable plans
- Experience supporting sales/BD teams in a commercial environment ideally
- Highly organised with strong attention to detail and ability to manage multiple priorities
- Confident communicator, able to work cross-functionally
- Comfortable working with data, research tools, and CRM systems
- Knowledge of the energy sector (drilling, production, or upstream operations)
- Experience using industry data sources such as Kimberlite

### **What Success Looks Like**

- BD teams are consistently equipped with high-quality, insight-driven plans and materials
- Campaigns are targeted, measurable, and aligned to real market opportunities
- Clear contribution to pipeline growth through qualified opportunities
- Strong visibility and tracking of ROI across marketing activities

Please send your CV to [aga.szpakowska@geoactive.com](mailto:aga.szpakowska@geoactive.com)