



## CAREER OPPORTUNITIES

### Job Description:

# Customer Lifecycle Marketing Manager

#### WELCOME TO PCI PAL

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. We are integrated and resold by some of the worlds' leading business communications vendors, as well as major payment service providers.

We are currently looking for Customer Lifecycle Marketing Manager to join our US team.

#### THE OPPORTUNITY:

The Customer Lifecycle Marketing Manager will play a pivotal role in shaping the end-to-end customer journey across diverse industry sectors and global regions. This position is responsible for acquiring new customers through strategic events and marketing initiatives, cultivating advocacy and engagement, driving cross-sell and expansion opportunities, and implementing effective retention strategies. The ideal candidate will possess a strong blend of strategic thinking, executional excellence, and a customer-centric mindset. This role will report into the VP Marketing.

#### YOU WILL BE RESPONSIBLE FOR:

- Own and execute customer lifecycle marketing strategy to drive demand generation, lead nurture, pipeline growth, customer acquisition, retention, and expansion across the full customer journey.
- Lead the external events strategy and manage full-cycle execution, from concept and planning through promotion, onsite delivery, and post-event follow-up—maximizing pipeline contribution and customer lifecycle impact.
- Develop segmentation, journey mapping, and lifecycle messaging frameworks, partnering with Sales, Product, and Customer Success to deliver targeted programs across onboarding, adoption, renewal readiness, and expansion.
- Own customer advocacy strategy and programs from a Marketing standpoint (e.g., champions, references, reviews, community), partnering with Customer Success and the Marketing Manager on supporting assets such as case studies and testimonials.
- Establish and scale customer voice and reviews programs, including G2 reviews and other marketplaces, to strengthen credibility, influence buyers, and amplify customer proof points across the funnel.
- Define lifecycle KPIs (pipeline impact, event ROI, adoption, retention, expansion, advocacy) and continuously optimize performance through insights—partnering with Marketing Ops/Marketing Manager for reporting and dashboard governance.



# CAREER OPPORTUNITIES

## WE WANT TO HEAR FROM YOU IF YOU HAVE:

- 5+ years of experience in customer lifecycle marketing, demand generation, customer marketing, or a related role, preferably within B2B SaaS, FinTech, or Payments.
- A qualification or equivalent experience in Marketing, Business, Communications, or a related field.
- Proven experience owning external events strategy and end-to-end execution, delivering measurable pipeline impact.
- Strong experience building lifecycle programs using segmentation, journey mapping, and targeted messaging across onboarding, adoption, renewal, and expansion.
- Demonstrated ability to develop and scale customer advocacy and voice-of-customer initiatives, including G2 reviews and marketplace review programs.
- Hands-on experience with CRM (Salesforce) and marketing automation platforms, with strong campaign measurement skills.
- Strong analytical capability, able to track and optimise performance across event ROI, pipeline influence, retention, adoption, and expansion.
- Excellent communication, stakeholder management, and project management skills, comfortable working cross-functionally in a fast-paced environment.
- Flexibility to work in a dynamic environment, respond quickly to changing priorities, and manage various tasks at once.

## IN RETURN WE OFFER:

- 25 days PTO
- Medical, dental and optical insurance cover
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- “Work from anywhere” 2 weeks per year policy
- Reward, benefits and wellbeing hub (offering support, discounts, cashback and savings)
- Training and development opportunities
- Ad-hoc team events, incentives and competitions

## TALK TO US:

If you have any questions or want to find out more, we'd love to hear from you.

Please contact the Recruitment Team [recruitment@pcipal.com](mailto:recruitment@pcipal.com)