Job title: GTM Engineer
Location: London/UK/Western Europe
Department: Commercial / GTM
Reports to: CRO
Salary: £xxxxxx with uncapped variable compensation

About {CO.}

{CO.} is the leading AI-powered subtitling platform for enterprise video. Our product is used by some of the world's most recognisable global brands to scale high-quality subtitling: faster, more collaboratively, and with unrivalled linguistic accuracy.

We integrate cutting-edge machine translation, automatic speech recognition, and advanced workflow automation to serve customers in media, life sciences, technology, and beyond.

As we expand our go-to-market motion, we are looking for a GTM Engineer to help us build a highly efficient, scalable, and data-driven revenue engine.

The role

Data and Automation. Sales & marketing communication at scale.

We are hiring a GTM Engineer to lead the technical execution of our go-to-market systems. You will design and manage the workflows, tools, and integrations that connect our marketing, sales, and customer success operations.

We are building a modern revenue engine and you'll be at the front line. We're rethinking the sales and revenue function here. We're ultra-respectful of our audience, and scaling precision messaging is hard. The SDR role as we see it is broken and dead. We're combining the data and SDR roles of traditional models into a new data and engineering led function which will create and execute consistently efficient and high-quality outbound automation.

As our GTM Engineer, you'll be the architect of our revenue engine. You will create and execute automation and AI workflows to identify, engage, and qualify new business opportunities. Your role is not to send hundreds of emails manually or manually or sift through lead lists. That's what the machines are for.

You'll bring strategic thinking, curiosity, and human intuition to the moments that matter: engaging those who can benefit from {CO.}, understanding context, handling objections, and working with the wider team to move qualified conversations forward into engagements.
This is a high-impact, high-learning and ultra-high ownership role for someone who wants to master modern outbound sales in a fast-paced, tech-enabled environment and demonstrate scale in their career.

Does this sound like you?

You can't stand inefficiency, you can smell it a hundred yards off and have a solution for it. You understand that sales inefficiency equals wasted time on our part and our customers, and that simply isn't acceptable.

You are 100% data and technology oriented and 100% business and revenue aware. We're biasing our recruitment of this role for intelligence, learning, ownership without direction (we run a manager-of-one culture), and work ethic. You will live and breathe systems like Clay, Zapier, and Lavender. You know how to initiate, test, optimise and run AI-enabled outbound. Where you don't you thrive on learning rapidly to execute. You will love working by yourself and also with a super collaborative team who are all focused on scaling and delivering for our customers.

Responsibilities

- You will design the workflows that capture, nurture, and convert conversations
- Own and architect our AI and automation-tooling architecture for our commercial function: this is it – and you will be in HubSpot, Claude, Zapier, Clay and Ortto
- Architect, build and maintain the tech stack already including HubSpot, Claude, Zapier, Clay and Ortto and then any tools you convince us we need to use to turn this into a world class function
- Create and deliver data, outbound motion and AI-driven systems that handle prospecting, enrichment, and first-touch outreach
- Create a consistent reporting infrastructure that surfaces live funnel metrics, attribution insights, and conversion performance
- Enable the sales team with real-time notifications

Key initiatives:
- Data set creation, enrichment and scaling
- Outbound automations
- Automated AI engagements across channels and functions

What we're looking for
Technical skillset
- You combine technical proficiency with a commercial mindset and understand the practical challenges of scaling B2B growth. You should be confident jumping between API documentation, campaign metrics, and CRM configuration.
- You're excited about showing off what you can do with automation platforms such as Zapier and Clay
- Strong knowledge of CRM systems, ideally HubSpot
- Collaborate closely with product and marketing to nail messaging
- Provide human input into messaging, sequence performance, and AI training

- Familiarity with SQL, Python, or JavaScript and API management for scripting and data analysis (nice to have) – you may not code entire applications, but you can write scripts, run SQL queries, or at the very least rig up no-code solutions to pull everything together and ensures it's all fluid
- Ability to work with data enrichment tools
- Comfortable experimenting with and implementing AI-driven personalisation tools

Go-to-market understanding:
- Strong grasp of B2B lead qualification frameworks (MQL, SQL, ICP scoring)
- Curious, coachable, and comfortable working with data and technology
- Able to interpret buyer signals and know when to act vs. when to let automation run
- Experience in a company with an AI-driven or automation-heavy sales motion
- Deep interest in creating and owning impactful GTM systems, data enrichment, and workflow design

Why join us
- Be part of a new kind of sales team that blends AI and human strategy for GTM
- Full ownership of function, process and technology
- Career defining role – at an awesome time for the business in terms of current growth
- Work with cutting-edge tools and contribute directly to shaping our go-to-market model
- Clear, uncapped commission structure
- High reward environment based on success
- Remote-friendly with high autonomy and ownership

Priority 1 - month 1

1. Determine TAM/SAM definition process with team
2. Create a systematic record of our target market in Clay
   a. System to manage responses, funnel and qualification
      i. Sales/management co-defines market with you
      ii. You create the full market at contact and company level in Clay
      iii. We have precision outbound sequencing to that market based on relevant messaging
      iv. We'll update this regularly e.g. we want to target UK/US sports streaming companies
      v. We co-align this with Marketing and potential events
      vi. This becomes our single source of truth
      vii. Connects to HubSpot
      viii. Enriched by other tools eg Breeze, and others
3. Establish outbound email automation
4. Define a success measurement framework

Priority 2 - month 2

5. Integrate social posts and ads
6. Scrape and analyse SAM based on buyer changes which automate new outbound messaging / email
7. Automates responses based on a newly created product/sales AI co-pilot

Success looks like

1. Clearly defined market, with bulletproof data set in categorisation and attributes in Clay
2. Repeatable outbound emails with high engagement KPIs
3. Success measurement framework has good metrics
4. Success measurement framework reporting embedded into business
5. High MQL to SQL conversion
6. SQL to QTBV conversion within first month is measurable
7. Beyond email:
    a. Nurturing / data enrichment capabilities are automated