

Go-to-Market Engineer

Company: [Ad Sales as a Service](#) **Location:** London/Remote **Type:** Full-time

About [Ad Sales as a Service](#)

ASaaS helps media businesses, newsletter operators and publishers grow their direct sponsorship and ad revenue. A core part of what we do is run the outbound engine that finds, qualifies and reaches the right people at scale, and that engine is built on a modern GTM tech stack.

We're a small, fast-moving team, the systems we build directly drive revenue for our clients, so the person who owns those systems sits close to the centre of the business.

The role

We're hiring a Go-to-Market Engineer to own and run our agency tech stack end to end. This is the person who turns strategy into working systems, building and maintaining the data, enrichment and outbound infrastructure that powers lead generation across all of our client accounts.

You'll think like an operator and build like an engineer. You'll be hands-on in Clay every day, you'll own deliverability and data quality, you'll onboard new clients onto our systems, and you'll be a key point of contact for them as their campaigns run. As we grow, you'll hire and lead a team beneath you.

If you want a role where you can make a genuine stamp on a growing business rather than be one cog in a large one, this is it.

What you'll do

Own the tech stack

- Build, run and continuously improve our GTM stack - Clay, Smartlead, Apollo, Email Bison and more
- Design enrichment waterfalls, scoring logic and data workflows that keep our targeting sharp
- Own cold email infrastructure: domain setup, warm-up, inbox rotation and deliverability monitoring

- Connect tools together (APIs, webhooks, Zapier and similar) so the whole system runs with minimal manual lifting

Onboard new clients

- Take new clients from signed to live - translating their ICP and goals into working campaigns and data workflows
- Set up accounts, sequences, infrastructure and tracking cleanly and quickly so clients see value fast

Manage client communication

- Be a trusted, clear point of contact for clients on the systems and performance side
- Explain technical workflows and results to non-technical people in plain language
- Keep clients informed, set expectations and translate their feedback into changes in the stack

Monitor and improve processes and databases

- Keep our data clean, structured and reliable across every account
- Watch campaign and deliverability performance, spot problems early and iterate
- Document and refine internal processes so the whole operation runs tighter as it scales

Lead a team (in time)

- As the function grows, hire, train and lead a team of operators and engineers beneath you
- Set the standards and playbooks the team works to

What you'll need

- 2+ years of hands-on experience with Clay and/or in a GTM Engineering role
- A solid grasp of cold email deliverability - domains, warm-up, inbox health and why campaigns land or don't
- Comfortable wiring tools together with APIs, webhooks and automation platforms
- Excellent written and spoken English, and the confidence to communicate directly with clients
- A self-starter who can own outcomes without being managed - you ship, measure and improve on your own initiative

Nice to have

- Experience working agency-side, juggling multiple client accounts at once

- Light coding or scripting ability (SQL, Python, JavaScript) for the trickier data and integration work
- Experience using AI/LLMs inside GTM workflows
- Background in media, newsletters, advertising or B2B lead generation
- Experience managing or mentoring others

What we offer

- **The chance to grow with the company** — own a function from the ground up, build and lead a team, and make a real stamp on a growing business
- A role with genuine ownership and influence, not a narrow seat in a big org
- A competitive salary
- A fast, low-ego environment where good work is visible and rewarded

How to apply

Send us a short note on why this role fits you, along with your CV or LinkedIn.

Bonus points: include a Clay table, workflow or outbound system you've built and are proud of. We care far more about what you can build than how your CV reads.