

JOB DESCRIPTION

MARKETING MANAGER

MAIN PURPOSE OF ROLE

We are seeking a creative and enthusiastic marketing professional to help grow our business. The main purpose of the role is to research and develop marketing and strategies and campaigns for our products and services, implement marketing plans and track results.

Reporting to: Chief Executive

Managing: Marketing Executive

KEY RESPONSIBILITIES

- Contribute information, ideas, and research to develop marketing strategies
- Design, and implement marketing plans for each service being offered
- Manage and create appropriate content for a variety of channels (including our social media channels)
- Deliver within agreed budgets
- Track sales data and analyse trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
- Create and present regular performance reports at board level
- Manage our website and e-newsletters
- Attends events and meetings as required
- Support the production of our monthly business magazine

PERSON SPECIFICATION

Personal skills

- Committed to delivering excellence
- Pro-active and able to use own initiative
- The ability to remain calm under pressure, multi-task, meet deadlines and deliver on time and on-budget
- Presentable with a professional manner and attitude and an out-going personality
- A strong team player with a hands-on approach
- Aptitude for quickly developing good working relationships
- Flexibility, with a willingness to be involved with all events and activities, including some out of hours activities

Experience and qualifications

- A recognised professional marketing qualification is essential
- Proven experience in managing people
- Highly experienced in digital marketing
- Highly-developed organisational skills
- First class communication skills
- Strong IT skills including CRM
- A strong copywriter, you'll have a keen eye for detail

Other requirements

- Able to travel and attend events and other functions off-site as required
- Access to vehicle with valid driving license essential

- Will need to be flexible on hours occasionally

WHY WORK FOR US?

- Salary up to £32,000 to £35,000 depending on experience
- Monday to Friday 8.30am to 4.30pm, 37.5 hours per week (out of hours work required on request)
- Office based
- 25 days per annum holiday plus Bank holidays
- Pension after probation 4% employee, 8% company and death in service (2 times salary)
- Occasional sponsored company nights out and Christmas party
- Modern, bright office environment
- Dress for diary dress code
- Tea, coffee and fruit supplied