

## JOB DESCRIPTION

### MARKETING MANAGER

#### MAIN PURPOSE OF ROLE

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

**Reporting to:** Chief Executive

**Managing:** Marketing Executive

#### KEY RESPONSIBILITIES

Lead our marketing function, managing a marketing executive  
Contribute information, ideas, and research to develop our marketing strategy  
Design, and implement marketing plans to deliver our strategy  
Manage and create appropriate content for our channels (including our social media)  
Deliver within agreed budgets  
Track sales data and analyse trends, data, demographics, pricing strategies, and other information that can 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 confident personality  
A strong team player with a hands-on approach  
Aptitude for 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 £35,000 to £40,000 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