

## **Job Description: Marketing Manager**

**Reporting to:** Chief Product & Technology Officer

We are seeking an experienced and dynamic Marketing Manager to lead our marketing initiatives across multiple channels. The ideal candidate will be responsible for managing all aspects of our marketing strategy, from campaign management and brand marketing, digital marketing, and event coordination. This role requires a highly organized individual with a strong background in CRM, marketing planning, budget management, and people management. You will lead a team of two direct reports and work closely with cross-functional teams to drive our brand forward.

### **Key Responsibilities**

#### Marketing Planning:

- Develop and manage the annual marketing plan, ensuring alignment with business goals.
- Coordinate marketing efforts with other departments to support company-wide initiatives.
- Track and report on marketing performance against the plan, making adjustments as necessary.

#### Campaign Management:

- Develop and execute integrated marketing campaigns that align with business objectives.
- Oversee the creation, implementation, and analysis of multi-channel marketing campaigns, ensuring timely delivery and budget adherence.
- Monitor campaign performance, providing detailed reports and insights to optimize future efforts.

#### Brand Marketing:

- Lead the development and implementation of brand strategies that enhance our market position and customer engagement.
- Ensure consistent messaging across all marketing channels and communications.
- Collaborate with creative teams to produce compelling content that aligns with our brand identity.

#### Event Coordination:

- Plan, manage, and execute corporate events, trade shows, and other marketing-related events.
- Coordinate with internal teams and external vendors to ensure seamless event delivery.
- Analyse the success of events, gathering feedback and making improvements for future events.

#### Digital Marketing:

- Oversee our online presence including website, SEO, social channels and paid
- Manage SEO strategies to improve organic search rankings and drive website traffic.
- Oversee the company's social media presence, ensuring content is engaging and on-brand.
- Work with web developers to optimize the website for performance, usability, and conversions.

#### CRM Experience:

- Build and manage CRM strategies to generate new business as well as nurture existing customer relationships.
- Ensure that the CRM system is effectively utilized by the marketing team to enhance customer engagement and retention.
- Analyse CRM data to inform targeted marketing efforts.

#### Budget Management:

- Manage the marketing budget, ensuring all campaigns and projects are delivered within budget.
- Prepare financial forecasts and reports, providing insight into the ROI of marketing activities.
- Identify cost-saving opportunities without compromising on quality.

#### People Management:

- Lead, mentor, and develop a team of two direct reports, fostering a collaborative and high-performance culture.
- Conduct regular performance reviews, setting clear objectives and providing ongoing feedback.
- Identify training and development opportunities to enhance the team's skills and capabilities.

#### Qualifications and Experience:

- Professional Marketing qualification(s) and / or proven experience (3+ years) in marketing management and leadership
- Campaign Strategy & Overall Performance – across multi-channel disciplines, including email marketing, account-based marketing, social media, digital marketing and traditional marketing such as printed and advertising.
- Knowledge of growing brand awareness
- Excellent written and verbal communication skills including content writing experience
- Proficient in data analysis and reporting, including GA.
- Experience with CRM

#### Skills and attributes:

- Strong project management and organisational skills.
- Creativity and innovation in marketing development.
- Results-oriented with a focus on achieving marketing objectives
- Stakeholder Management

#### Employee Rewards & Benefits

Location: Wellingborough / Hybrid – 2/3 Days a week in office

Salary: Competitive

Holiday: 25 days per annum plus birthdays off

Flexible working options.

Excellent benefits package