**Intro:**

We are looking for a Marketing Manager who can take ownership for driving profitable and sustainable growth for our business. You will be responsible for the development of the marketing strategy ensuring campaigns are mapped to the businesses personas with a clear view of the customer's journey from start to finish, reporting on ROI and spenditure.

A Marketing Manager has many duties and responsibilities. Although specific positions will dictate a Marketing Manager’s undertakings, there are several primary responsibilities common to this occupation. A review of current job listings identified the following main tasks and responsibilities.

**Objectives of this role**

* Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
* Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
* Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
* Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
* Partner with email, performance marketing, and web teams to design, test, and evolve lead-nurturing tactics

**Responsibilities**

* Help develop creative briefs and guide creative direction to meet objectives for all advertising and public-­facing communications, including print, digital, and video assets
* Conceptualize and execute on multichannel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging in all channels
* Manage content and updates for customer and internal touch points, establish budget guidelines, participate in events, document business processes, and provide sales support
* Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
* Identify the effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
* Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

**Required skills and qualifications**

* Proven success in developing marketing plans and campaigns
* Excellent written and verbal communication skills
* Strong project management, multitasking, and decision-making skills
* Metrics-driven marketing mind with eye for creativity
* Experience with marketing automation and CRM tools

**Preferred skills and qualifications**

* Bachelor’s degree (or equivalent) in marketing, business, or related field
* Proficiency with online marketing and social media strategy
* Proven success in designing interactive applications and networking platforms
* Willingness to travel
* Established contacts in media

**Senior Marketing Manager Requirements**

* Marketing Manager or Senior Marketing Manager from a relevant industry
* Experience in creating marketing plans that build awareness and drive leads
* Excellent written and presentation skills
* Broad experience across online and offline marketing channels
* Good experience in working with sales teams
* Budget management experience
* Ideally degree educated

**Marketing Manager - A day in the life:**

* Work with the marketing team and associated external agency partners on marketing campaign execution
* Alongside other marketing leaders and relevant business leaders, plan and produce marketing plans and strategies to support mid to longer-term growth
* Support the business with research into trends and propositional development to ensure deliver long term growth and market competitiveness: researching to identify target customers for a product or service and then develop the pricing strategy that will induce them to purchase the product or service