

JOB DESCRIPTION

Job Title	Marketing Manager
Business Unit	Communications
Salary	Up to £35k
Term	Fixed term contract to March 2022
Reporting to	Head of Communications

Job Purpose: Working within Growth Platform's communications team to develop and deliver marketing activities for Growth Platform and other associated initiatives and brands ensuring they fully support the business needs.

Main Duties and Responsibilities:

- Develop and implement effective marketing campaigns for the various projects and activity streams, for Growth Platform and its services, raising their profile and encouraging engagement in activities, networking and business improvement
- Manage third party agencies as and when required
- Manage campaigns to raise brand awareness, ensuring consistency in tone of voice and application of branding guidelines across all communications
- Develop and produce engaging online content including, webinars, podcasts, videos, graphics, e-shots, case studies and blogs; monitor, analyse and optimise for content success
- Working with the Communications team devise strategies to drive online traffic to Growth Platform website to deliver an engaging customer experience and optimal customer conversion and lead generation
- Utilising a range of techniques including paid search, SEO and PPC
- Utilise strong analytical ability to evaluate end-to-end user experience across multiple channels and user touch points
- Organise and support a range of events for the company and its services

- Work with the Communications team to support the social media strategy for the company and its services
- Innovate and present new marketing platforms and strategies and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information
- Maintenance of effective records and reporting in relation to marketing and engagement, including tracking, analysing and reporting on activity and performance
- Manage a marketing budget
- Develop and maintain an effective day to day working relationship with the rest of the Growth Platform team as well as with partners, clients and with wider stakeholders
- Any other activities as required to support the company's activities

Person Specification:

Skills and Attributes

- Proven working experience in marketing including digital marketing
- CIM qualification in Marketing is desirable
- Demonstrable experience leading and managing SEO/SEM, marketing database, email and social media campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Effective writing for on and offline, with proven ability to write engaging content
- Ability to create and use engaging digital content and activities effectively
- Robust, straightforward, target focussed, enthusiastic and self-motivated
- Good analytical skills with the ability to undertake, evaluate and evolve digital activities
- Excellent digital and IT competencies with experience in tools, such as WordPress, Microsoft Office, Google Ads and Analytics, Hubspot (or other marketing automation tools) Adobe InDesign, Illustrator, Photoshop
- Strong administration and coordination skills

- Excellent communication organisational skills

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