

**Role Profile: Marketing Manager** 

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Job Title:	Marketing Manager	Reports to:	Senior Leadership Team				
Level/Salary Range:	£40 – 45K Depending on experience	Position Type:	Full Time				
Job Purpose							
To develop and implement a marketing strategy that increases brand awareness, lead generation for our business for both clients and temporary workers that is aligned to the overall business strategy. There will be a key focus on developing our digital strategy, job board advertising, external and offline local marketing activity, and PR.							
Job Description							
Responsibilities:							
Manage a small Mark	eting team and marketing f d work collaboratively with						
<ul><li>Manage a small Mark</li><li>Build relationships an</li></ul>							
<ul> <li>Manage a small Mark</li> <li>Build relationships an</li> <li>Develop the marketin</li> </ul>	d work collaboratively with g strateg y and objectives campaigns that create awa	key stakeholders	nat are aligned to the				
<ul> <li>Manage a small Mark</li> <li>Build relationships an</li> <li>Develop the marketin</li> <li>Develop and manage marketing strategy ar</li> </ul>	d work collaboratively with g strateg y and objectives campaigns that create awa	key stakeholders reness and interest tl	nat are aligned to the				
<ul> <li>Manage a small Mark</li> <li>Build relationships an</li> <li>Develop the marketin</li> <li>Develop and manage marketing strategy ar</li> <li>Manage website cont</li> </ul>	d work collaboratively with g strateg y and objectives campaigns that create awa nd objectives	key stakeholders reness and interest tl and delivery	nat are aligned to the				
<ul> <li>Manage a small Mark</li> <li>Build relationships an</li> <li>Develop the marketin</li> <li>Develop and manage marketing strategy ar</li> <li>Manage website cont</li> <li>Manage the content a</li> </ul>	d work collaboratively with og strateg y and objectives campaigns that create awa nd objectives ent as well as SEO strategy and development of the we for social media platforms a	key stakeholders reness and interest tl and delivery ebsite					

 Ensure all branded communications adhere to brand guidelines and tone of voice to ensure a consistent message

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## **Role Profile: Marketing Manager**

- Conduct competitor and market research, identifying key areas for the marketing strategy to constantly be developed and improved
- Regular reporting on campaign performance, using insights and data to optimise marketing initiatives moving forward

Essential qualifications, skills, or experience	Desired qualifications, skills, or experience			
<ul> <li>Minimum 5 years marketing management experience</li> <li>Minimum 2 years' experience in managing people</li> <li>Degree level or equivalent marketing qualification</li> <li>Website Management</li> <li>Content Creation</li> <li>Highly proficient in the use of a recognised Social Media management platform</li> <li>Proficient in using Adobe creative suite, Office and Excel</li> <li>Copywriting and proofreading skills</li> <li>Google Analytics</li> </ul>	<ul> <li>Experience in marketing in the recruitment industry</li> <li>Graphic design</li> <li>Event management experience</li> </ul>			

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