

Role Profile: Marketing Manager

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 Marketing team and marketing function
- Build relationships and work collaboratively with key stakeholders
- Develop the marketing strategy and objectives
- Develop and manage campaigns that create awareness and interest that are aligned to the marketing strategy and objectives
- Manage website content as well as SEO strategy and delivery
- Manage the content and development of the website
- Manage the strategy for social media platforms and content to maximise engagement
- Support internal communication team
- Manage and deliver high quality video and photography content that supports marketing activity
- Ensure all branded communications adhere to brand guidelines and tone of voice to ensure a consistent message

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

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