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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 style="list-style-type: none"> <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 style="list-style-type: none"> <li>• Experience in marketing in the recruitment industry</li> <li>• Graphic design</li> <li>• Event management experience</li> </ul> |

| Document No. | Document Title | Document Owner | Document Author | Version | Classification | Issue Date | Approved by |
|--------------|----------------|----------------|-----------------|---------|----------------|------------|-------------|
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