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# MARKETING MANAGER

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**Marketing**

**Full Time**

**Market Harborough**

## SUMMARY

The Marketing Manager is responsible for developing commercially-focused marketing strategies in line with business objectives for the purpose of generating new business leads, upselling to existing customers and enhancing customer loyalty. Furthermore, the Manager will oversee and help execute all aspects of the Marketing Mix in order to fulfil these strategies and present clear ROI to the Board of Directors by tracking activities through CRM reports and data analytics.

The role also involves overseeing Welcomm's Business Management Support placement student in reporting on KPIs for Welcomm's Sales and Customer Care departments. Ad hoc data analysis will also be requested by Senior Management for a variety of functions within the business, so it is desirable that the Marketing Manager is able support this department in producing high-level reports which take into account the wider implications of business structure, operations and objectives.

## KEY RESPONSIBILITIES

### **Multi-Channel Lead Generation**

The Marketing Manager will be responsible for creating joined up campaigns which utilise both online and offline channels in order to generate sales leads for the business.

- **Website Development** – Update content and design, optimise call-to-actions and develop SEO
- **Social Media** – Utilise B2B channels to increase brand awareness and competitive positioning
- **eMagazine** – Produce engaging content for a customer facing eMagazine
- **eMail** – Develop joined-up email campaigns to support offline sales activities
- **Event Planning** – Work with partners to organise conferences throughout the year
- **Advertising** – Create appealing advertisements across all mediums: digital, print, radio
- **Text Marketing** – Utilising text messaging to promote offers and re-sign customers

### **Sales and Marketing Collateral**

Design and create all customer-facing content used at points of sale and throughout a customer's lifecycle: product flyers/brochures, sales presentations, proposal documents, communications, competitions, incentives.

### **Budgeting and ROI**

The manager is responsible for requesting funding from Welcomm's key partners to support sales and marketing activities: adhering to annual budgets, outlining clear targets and reporting a clear ROI after the event.

### **Customer Satisfaction Strategy**

The Marketing department plays a key role in developing and analysing customer satisfaction surveys to improve scores and reduce churn. The Manager will be involved in developing strategies and communications which help Welcomm to achieve consistently high scores from our customers.

### **Partner Relationships**

The manager should have good interpersonal skills in order to build rapport with Welcomm's partners. The role will require working together on marketing initiatives which meet the objectives of both parties.

### **Corporate Social Responsibility**

Research and implement activities which assist the local community within which Welcomm operates.

### **Internal Comms & Training**

Manage Welcomm's internal newsletter which communicates key updates to staff. Moreover, have the confidence to present macro and micro updates to departments during monthly sales meeting and internal training sessions.

### PERSONAL ATTRIBUTES

- Must have an outstanding grasp and usage of the written word.
- Excellent skills in Microsoft Word and Excel are desirable, as well as knowledge of current Social Media channels.
- Creative mind-set with the ability to innovate dated collateral to a professional standard.
- Confident, results driven and able to function independently or as part of a team, working towards common objectives.
- Strong communication, time management and organisational competencies with a keen eye for detail.
- Ability to delegate effectively and coach/develop members of staff.
- Demonstrates a real passion and enthusiasm for the work they do and encourages this in others around them.
- To live and breathe the brand.
- Ability to adapt and switch focus at any point in a project with ease.
- To listen and to understand customer needs.
- The ability to understand the sales and operational processes.
- The ability to draw different teams together and to involve others in decisions.
- Demonstrating knowledge, skills, good judgement, and integrity in doing your job.
- Listen and provide solutions diligently and promptly.
- Be answerable and responsible for your decisions and actions.
- Serve with motivation and dedication.
- Ability to work within a team to achieve a common goal.
- Be creative and go the extra mile to deliver results.
- Be humble and polite.
- Provide a quality and efficient service to our customers.

### DISCLAIMER

Please note that this job description is not an exhaustive or comprehensive list of all possible job responsibilities, tasks and duties. If your application is successful, the responsibilities, tasks and duties of Welcomm might differ from those outlined in the job description, and that other duties, as assigned, might be part of the job.