

## JOB DESCRIPTION

<b>ROLE</b>	Marketing Manager
<b>REPORTS TO</b>	Marketing & Research Director

### PURPOSE

- To develop, implement and execute the overall marketing strategy
- To increase lead generation from new and existing customers
- To manage the offline and online marketing activity
- To support, train and manage the marketing team on a day-to-day basis

### KEY RESPONSIBILITIES

- To develop the marketing strategy in line with company objectives
- To manage all marketing activities and staff within the marketing team
- To manage, improve and measure lead generation activities to meet defined targets
- To manage the website, SEO and work with IT dept and third parties to maintain its development
- To co-ordinate marketing campaigns with sales activities
- To create and publish marketing material in line with marketing plans (includes blogs, vlogs, guides, case studies, articles, presentations and social media posts)
- To plan, prepare, implement and monitor marketing campaigns and measure their performance
- To manage the brand and corporate identity
- To manage third party relationships
- To maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives and results

### KEY RELATIONSHIPS

- Marketing & Research Director
- The marketing team (Marketing Assistant, Data Analyst)
- Sales Director
- Sales Desk Heads
- IT team

#### **PEOPLE RELATED TASKS**

- Manage the marketing team and review individual team members' performance
- Liaise with other departments and third parties

#### **PROCESS RELATED TASKS**

- Maintain and update website and its content
- Create and deliver email campaigns, (currently using DotMailer)
- Film, edit and publish video content
- Manage social media accounts and activity
- Manage and analyse leads and client data on the CRM database
- Design and publish marketing literature and images

#### **SKILLS, QUALIFICATIONS & EXPERIENCE**

A minimum 4-5 years general marketing experience

Marketing qualifications welcomed but not necessary

Very skilled copywriter

Good working knowledge/understanding of:

- Website CMS (Umbraco-user preferred)
- Email/automation platforms
- Adobe applications particularly Photoshop, InDesign and Premiere Pro
- Google analytics
- Social media specifically LinkedIn, Facebook, Twitter and Instagram
- CRM databases
- Microsoft Office applications

#### **HOW TO APPLY**

Please send your CV, salary expectations and a personal statement explaining what you could bring to the role to:

- John Nixey, HR Manager  
[johnn@mortgagesforbusiness.co.uk](mailto:johnn@mortgagesforbusiness.co.uk)