

Job Profile

Job Title:	Marketing Manager
Department:	Marketing
Reporting to:	CMO
Direct Reports:	TBC
Peers:	Marketing Team, Product Team, Sales Team
Technology:	TBC
Location:	The role is based in our head office in Hessle near Hull with travel to events.

Role Purpose

Reporting to the CMO, the Marketing Manager will recruit, activate and successfully onboard new customers. This role will focus on, but is not limited to:

- Management of a significant marketing budget to deliver market leading ROI
- Create & oversee marketing lead generation strategy & nurture to new spending customers
- Develop & deliver targeted campaigns across all marketing channels, online & offline
- Manage external agency performance, including digital and PR
- Manage the lead generation team (telephone based) to drive consumer engagement & sales
- Monitor and report performance of campaigns and nurture leads through the conversion funnel
- Manage customer events (both online and in person)
- Manage exhibitions to increase brand awareness and customer acquisition
- Manage change throughout the business to ensure lead generation is a priority
- Develop and deliver customer led campaigns in line with market trends and requirements
- Forecast and create marketing budgets & targets
- Day to day ownership of digital marketing strategy and tactics
- Development and delivery of ROI reporting and tracking – actions v outcomes

Essential Experience & Skills

- Marketing experience in leading virtual teams
- Excellent written and verbal communication skills
- Proficient in Microsoft Office and Outlook
- Ability to prepare engaging content and presentations
- Ability to plan, contribute to and execute campaigns – demonstrating recent examples of successful delivery of digital marketing campaigns and how it was measured

Desirable Experience & Skills

- An understanding of the target market and customers would be useful, but not essential

Job Profile:

Version: 1.0

Security Classification: Internal

Page 1 of 2

Issue Date: 4th Sept 2018

Personal Attributes

Key attributes are below, each with a proven track record:

- **Accuracy** – you will have an eye for detail and provide thorough and accurate information.
- **Creativity** – you will be good at generating ideas and approaches to increase customer uptake
- **Experience** – you will have a good understanding of Marketing and digital marketing theory and techniques, be professional and confident with good written and verbal skills.
- **Detail focused** – you will be detail focussed, with good reporting and writing skills and ability to recognise trends and make recommendations for change accordingly.
- **Organised** – all marketing activities must be thorough and organised so they can be shared and reported as required.
- **Results orientated** – you will have a passion for delivering campaigns that deliver a strong return and show a desire for continuous improvement
- **Team Player** – you will be happy to integrate into a small team and will be adept at building great relationships with your peers and other stakeholders.

Giacom Values

- We are trusted experts in our field
- We pride ourselves on keeping things clear and simple
- We put our customers at the centre of everything we do
- We make Giacom a great place to work
- We are innovative and forward thinking