

Corporate Marketing Manager

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Company: Exertis

Location: United Kingdom

Category: other-general

We are recruiting for a Corporate Marketing Manager to join our Marketing team in Basingstoke, responsible for creating inbound demand, positioning Exertis at the distributor of choice, and growing our business across the B2B and Retail market.

If you have a proven track record of strategic marketing, building propositions, and a thorough understand of the full marketing mix then we would love to hear from you!

Your Day-to-Day

Play a pivotal role in growing Exertis's market share by creating campaigns and propositions that generate inbound demand and position Exertis above its competitors

Work in collaboration with leaders across the organisation to develop our proposition and create opportunities to take it to the market

Work closely with our sales leaders to create cross-functional and collaborative campaigns

Ability to identify opportunities and gaps in the market where Exertis could win

Consistently monitor and understand the customer/market trends so you can build marketing strategies and campaigns that are relevant in the marketplace

Work in collaboration with our PR, Studio and Digital team and be the primary lead on multiple strategic projects

Take existing concepts within the Exertis proposition and evolve them to become established programmes and USPs in the market

Demonstrate a strong awareness of and commitment to Ethics and Compliance and the DCC Group Code of Conduct

Role Requirements

Bachelor's degree in Business, Marketing or related studies or equivalent

Experience working within a tech company would be advantageous

Strategic mindset with an excellent eye for detail

Natural at building rapport and relationships with stakeholders across the business

Experience in working closely with Senior Leadership Teams

Ability to manage multiple projects at a time and working to tight deadlines

Excellent understanding of the full marketing mix with a particular focus on digital

An understanding of the technology channel (particularly distribution) would be advantageous

Proven track record of successful marketing campaign creation and delivery

Experience in developing brands and/or launching new initiatives to market

Ability to adapt to rapidly changing priorities and sustain a high level of energy and concentration in a fast-paced, results-oriented environment

What's in it for you?

It's important to us that our people love what they do and in turn we put together a benefits package that rewards a job well done. We'll give you:

25 days holiday plus bank holidays

Social events

Health care cash plan paid for by the company

Income protection Scheme

Employee Assistance programme

Loyalty awards for key service milestones

Cycle to Work Scheme

Enhanced maternity, paternity and shared parental leave

Holiday purchase scheme

Award-winning Learning & Development team

Internal career opportunities

We value diversity and inclusion and champion a culture where everyone feels valued, included and celebrated. We're open to conversations about flexible working. If it's right for our customers, our business and for you then we'll do what we can to support it.

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