

Digital Marketing Director

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Company: Expert Employment

Location: Oxford

Category: other-general

A global engineering and animation company is seeking for a Head of Marketing to oversee all marketing operations of the company and develop its marketing strategy and vision. Head of Marketing responsibilities:

Define, design and plan marketing strategies to support the company's overall strategies and objectives

Develop a feasible marketing plan for the department and oversee its day-to-day implementation

Plan and organize marketing functions and operations (product development, branding, brand management, communications)

Design and coordinate promotional campaigns, PR and other marketing efforts across channels (digital, press)

Create a solid network of strategic partnerships

Create and present the annual marketing plan and strategy

Use data and reports to make evidence-based decisions

Analyse company's marketing strategy and suggest improvements

Head of Marketing key skills:

Experience of effective marketing in an SME dealing with global B2B clients

Demonstrable experience in developing efficient strategies and business plans for all marketing aspects

Solid understanding of market research and data analysis methods

Ability to apply marketing techniques over digital and non-digital channels

Understanding of different business disciplines (IT, finance)

Proficient in MS Office and business software

Experience in a senior marketing role in a technology business.

A technology or engineering background with further qualifications in business administration or marketing

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