

Manager Global Marketing Communications Activation and Content

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Company: Ingredion Incorporated (Corporate)

Location: Manchester

Category: other-general

Manager, Global Marketing Communications Activation and Content LOCATION: Manchester, UKREPORTS TO: Senior Manager, Global Marketing Communications Development & Delivery DIRECT REPORTS:0 WORKPLACE TYPE: Hybrid The Manager, Marketing Communications Activation and Content is responsible for driving impactful marketing programs and initiatives aligned with the global integrated marketing communications (IMC) plan, inclusive of segment-specific initiatives. Your role involves planning and executing activations that resonate with our target audience, enhance brand visibility, and drive business growth globally. You'll collaborate closely with cross-functional teams, including Marketing Communication and Digital COEs, technical teams, segment marketing, and GTM teams to ensure seamless execution. You'll manage deliverables with agency partner(s) as well as manage the marketing calendar and content planning process. This role will report to the Senior Manager, MarCom Development & Delivery, situated in the Brand & Marketing Communications Global Center of Excellence. Core Responsibilities: MarComms planning: Support development and execution of the global integrated marketing communications plan, a 12-month activation calendar inclusive of thought leadership, segment-specific initiatives and supporting paid, earned, owned & social media strategies, to maximize return. Drive Marketing Communications planning process and deliverables for assigned programs/projects with COEs, key stakeholders, and agency partners, including development / approval of statements of work, writing briefs/briefing agency, creating detailed project plans, managing timelines, deliverables, and budget. Collaborate with stakeholders to define activation goals, target audience, and messaging. Content creation:

Craft compelling narratives that resonate with customers and prospects and develop high-quality content that educates, informs, and engages B2B audiences. Collaborate with key stakeholders to develop and deliver high quality, high impact communications plans and go-to-market tools for global new product launches. Coordinate with brand, creative, content creators, and agencies to produce compelling assets. Collaborate with cross-functional teams including the MarCom & Digital COEs, technical team, category & product marketing, GTM, regulatory and legal to develop effective marketing materials. Manage creative and content development of marketing communications activities and materials including website content, thought leadership, social media content, video production, live and virtual events, and new products. Manage all assigned programs/projects within Content Management Platform (CMP) tool. Co-ordinate with and manage agency partner(s). Compliance and brand guidance: Drive brand consistency across all channels, ensuring seamless messaging that emphasizes our unique value proposition and customer engagement. Working with global MarCom and Digital COEs, ensure all relevant marketing communications collateral is up to date, and maintain digital content. Manage regulatory and legal review process for external facing materials to ensure we consistently release compliant materials. Ensure all communications materials are in line with company's brand guidelines. Qualified candidates will have: Bachelor's degree in Marketing, Communications, or a related field 5-8 years of experience B2B marketing, with a focus on multi-country campaign management and activation Food industry experience strongly desired Agency management experience A comprehensive project portfolio that demonstrates abilities in marketing communications planning, design, and implementation of campaigns or major programs Proficient in Microsoft® Office applications and related business and communication tools, including Adobe® Acrobat, and content management platforms; Knowledge of Salesforce and Pardot Strong command of English Desirable experience: Global projects experience Experience of working on the agency side Required behaviors and skills: Strong communication, collaboration, and problem-solving skills Strong project management skills Ability to thrive in high performance, matrix environment Flexible, responsive and works well on own initiative Able to simplify complex / technical concepts and reduce complexity Strong interpersonal skills and excellent communicator; strong presentation skills Good copy writing skills Excellent stakeholder management skills Skilled at working across functions, diverse cultures, and geographies Relocation available: No Relocation Available: Yes, Within Country

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