

Marketing Manager

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Company: Impression Recruitment

Location: United Kingdom

Category: other-general

Impression Recruitment are currently working with a highly established business in Harrogate, recognised within their industry for providing a diverse range of services into their sector. Known for operating with complete professionalism, they are now looking to hire an accomplished **Marketing Manager** to join their team on a full time, permanent basis. You will take responsibility for the management of both the marketing and communications functions of the business, with a focus on driving overall business growth and ensuring retention of current clients. You will be a naturally creative candidate, who can think logically and excels at planning, developing and implementing successful marketing strategies. It is essential that you are degree educated within a field relevant to marketing, and you will be able to demonstrate a strong background within commercial marketing roles.

Marketing Manager Duties:

Plan and develop high quality marketing plans tailored to target audiences and in line with business objectives.

Analyse and report on success of relevant marketing campaigns, looking at ways to improve and feeding back results to senior management.

Manage communications schedules for the business, ensuring regular, relevant and timely communication is received by both internal and external stakeholders.

Work with various teams and colleagues across the business on various marketing

projects as required.

Contribute and report on marketing metrics, results and ROI in senior leadership meetings.

Management of internal marketing team and maintaining strong relations with creative, advertising, and content agencies/partners.

Management of the marketing and communications budget.

Streamline marketing processes and assess areas of potential cost improvement within the department.

Produce impeccably written content for external communications.

Create clear and effective content briefs to be actioned by the internal marketing department and external partners.

Create and manage successful PR campaigns.

Work closely with sales teams to increase new client exposure and onboarding through effective cross channel marketing.

Management of the overall social media strategy for the business across various channels.

Identify new print and digital opportunities to increase growth.

Take an active involvement in the promotion and overall marketing of events for the business.

Ensure that brand guidelines are consistently maintained and up to date in line with ever changing industry requirements/trends.

Develop and manage online/website strategy with a focus on SEO and conversion rate optimisation.

General management of website internally as well as through external partners.

Desired Skills/Qualifications:

Marketing degree (essential).

Proven experience of working in a senior marketing position.

High level communication skills both written and verbal.

High levels of attention to detail with excellent organisation and planning skills.

Able to write high level content and be effective at proof reading.

Interest or background within PR and/or communications.

Experience with design tools such as Adobe and Canva.

Experience using a Content Management System.

In return you will receive a salary of between **£35,000 - £40,000** per annum and will be working full time hours between Monday – Friday. This is an excellent opportunity for someone to take the lead on a growing business' marketing processes and make your mark in an established team. Don't miss out...**APPLY NOW!**

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