

Marketing Manager

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Company: Greys Specialist Recruitment

Location: Urmston

Category: sales-and-related

Are you ready to play a pivotal role in driving growth and enhancing brand visibility for our client, a specialist Plastics manufacturer based near Urmston. As their Marketing Manager, you'll lead the charge in executing innovative marketing campaigns, collaborating closely with senior leadership, and mentoring a Marketing Executive. Reporting directly to their Commercial Director, you'll shape their marketing strategies to achieve commercial objectives and elevate their presence in their specialist markets. This role promises comprehensive training, exposure across various business departments, and ample opportunities for career advancement across the UK and USA.

Key Responsibilities:

- * Define positioning, target audiences, and craft comprehensive marketing plans across diverse channels.
- * Execute end-to-end marketing programs, leveraging internal resources and fostering collaboration.
- * Analyse customer insights and market trends to develop successful marketing strategies.
- * Collaborate with internal and external stakeholders, including key board members.

- * Support sales initiatives with relevant research, align promotional activities, and assist in new product launches.
- * Guide creative direction for advertising and communications efforts across print, digital, and video platforms.
- * Plan and execute multichannel campaigns focused on driving ROI, with an emphasis on LinkedIn, email, content marketing, and B2B initiatives.
- * Implement online traffic acquisition strategies, covering SEO, PPC, social media, and PR.
- * Manage budgets, expense estimations, and targets, with support from the Marketing Executive.
- * Lead event strategies with a focus on quality lead generation, including attendance at key trade events.
- * Drive organic and paid social growth to build an engaged community and generate high-quality leads.
- * Track and analyse the effectiveness of marketing initiatives, optimising as needed.
- * Present ideas and deliverables to internal and external teams, communicating with senior leaders about programs, strategies, and budgets.

Qualifications and Skills:

- * Experience in a B2B lead generation Marketing role is essential.
- * Excellent written and verbal communication skills are a must.
- * Strategic thinking and commercial acumen are vital for success in this role.

- * Project management experience is highly preferred.
- * The ability to multitask and make decisions is essential for managing various tasks effectively.
- * A metrics-driven mindset with a creative eye is important for devising innovative marketing strategies.
- * Experience with CRM and marketing integration, preferably MS Dynamics, is desirable.
- * Demonstrated experience in building data lists and executing successful outbound campaigns is advantageous.
- * Proficiency with online marketing tools and social networking sites is required.
- * Familiarity with WordPress and Adobe Suite is preferred.
- * Proficient in Google Tools, including GA and GSC, is necessary for analysing marketing performance.
- * Design skills using tools like Canva and InDesign to develop high-performing assets are highly valued.
- * Adaptability to a fast-changing environment is crucial for staying competitive in the market.
- * Experience presenting to board-level executives.
- * Desire to stay updated on new techniques and best practices is essential for continuous improvement.
- * Some involvement or knowledge of sales is beneficial for understanding customer needs and market trends.

* Willingness to travel locally and internationally may be required for business purposes.

Benefits and Perks:

Salary up to £45,000 + Bonus + Pension

Quarterly team lunches

Workplace pension.

Early Friday finishes.

Additional days leave based on length of service.

Awards for Employee of the Month, Quarter, and Year

Daily provision of fresh fruit.

Special birthdays recognition and child's first day of school off.

Options for private healthcare plans and free flu vaccinations.

Cycle to work scheme.

Apply:

Contact David Mason at Greys Specialist Recruitment

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