



Marketing Manager Job Description

The Marketing Manager is responsible for owning the long term marketing strategy, and translating that into day to day implementation of campaigns/activities, with accountability for delivering measurable commercial results.

Reporting directly into the CEO, the role holder will see themselves as the 'voice of the customer' with the company and actively develop a deep understanding of the target markets' needs and issues.

Key Duties

- Responsible for the customer market research programme:
 - Meet/talk with clients regularly to build understanding of target market sectors/industries
 - Develop & manage online client surveys, and manage 3rd party research agencies where appropriate
 - Develop & maintain client/prospect personas & user journeys
 - Benchmark company brand/reputation (NPS)
- Based on this market knowledge, and in line with the wider business plan, develop the marketing strategy, with associated commercial objectives and campaign activity plans, complete with agreed measurable KPIs and targets.
- Creating, implementing and managing resulting campaigns, including:
 - Identifying suitable mix of communication channels (offline, online, social) for each campaign, based on customer understanding
 - Developing content themes/topics and campaign assets (using 3rd party agencies as necessary)
 - Track metrics, analyse campaign effectiveness and report back
- Demonstrate understanding of the customer journey and how this is incorporated into the marketing strategy/thinking.
- Responsible for delivering monthly target number of Marketing Qualified Leads to the sales team, as agreed with the CEO. Working closely with the sales team to improve quality and number of leads generated.
- Based on understanding of target market client needs & issues, identify suitable topics for thought leadership content/blogs. Then source appropriate third party experts to provide content for website & campaigns.
- Creation of all marketing materials/collateral in line with the marketing plan
- Monitoring, evaluating and reporting on weekly and monthly marketing activities, as agreed with the CEO, including website traffic reports using Google Adwords, and funnel/pipeline reports from Salesforce.

Pick Protection Marketing Manager Role

- Overall responsibility for brand management, brand guidelines and company's marketing budget
- Ownership of the company's website and online presence:
 - Responsible for improving SEO rankings on identify search terms
 - Develop and run PPC campaigns, analyse effectiveness and recommend improvements
 - Recommend paid social activity to engage target market
- Monitor competitor activity and provide quarterly competitor review report
- Demonstrate awareness of evolving H&S landscape
- Responsible of continual evaluation and improvement of marketing activities

Requirements of the role:

Minimum of 5+ years of experience in a marketing role, ideally in a B2B environment
Bachelor degree in marketing (or closely related degree)

Strong digital marketing skills: SEO, PPC, Web Development, Social Media, Google Adwords

Experience of interacting with customers directly and indirectly

Able to demonstrate results oriented commercial mindset

Previous ownership of marketing strategy and budget, for a product line or company

Experience of developing marketing campaigns across multiple channels

Previous experience managing 3rd party agencies and suppliers

Familiarity with Salesforce & Marketing Automation tools would be a plus

Experience in a fast paced start-up company is desirable, but not essential.

Desired competencies:

Eager to learn, adapt and be flexible

Strong creative flair

Ambitious self starter

Creative problem solver, able to work without direct supervision to achieve a goal

Confident communicator, able to present ideas/plans to senior management

For more information or to apply for the role of Marketing Manager at Pick Protection please email Rebecca.pick@pickprotection.com