



## **JOB DESCRIPTION FOR MARKETING MANAGER**

### **JANUARY 2026**

A list of job duties associated with your job title is set out below. This job description is non-contractual, and the Company reserves the right to amend, withdraw or depart from its provisions at its discretion. Subject to the Company's business requirements you may be required from time to time to undertake other work within your capacity and the Company reserves the right to amend the job title and/or job description from time to time, on a temporary or permanent basis, to reflect your own development or the Company's business needs.

<b>Job title</b>	<b>Marketing Manager</b>
<b>Band</b>	Band 5
<b>Team</b>	Commercial Team
<b>Purpose of role</b>	To translate marketing strategy into specific tactical execution, monitoring campaign effectiveness.
<b>Reports to</b>	Head of Marketing & Brand
<b>Manages</b>	n/a
<b>Main duties</b>	<ul style="list-style-type: none"><li>› Develop tactical execution of the brand plan and design integrated campaigns that deliver across the full marketing mix.</li><li>› Produce and manage content plans and creative assets for distribution across channels including creative copywriting.</li><li>› Manage the company's commercial presence on social media, planning campaigns and monitoring performance.</li><li>› Manage and deploy paid advertising that achieves the marketing objectives across channels.</li><li>› Create and maintain website content and SEO for all company sites and 3<sup>rd</sup> party listing directories.</li><li>› Lead on the creation and maintenance of automated email communications throughout the customer journey.</li><li>› Lead on planning and creation of collateral and point of sale promotional materials across our venues.</li><li>› Manage the logistics of organising exhibitions and customer facing events.</li></ul>

	<ul style="list-style-type: none"> <li>› Help to deliver regular and meaningful customer focus groups and market research.</li> <li>› Produce a monthly report highlighting key performance and activities.</li> </ul>
Key skills and attributes	<ul style="list-style-type: none"> <li>› Excellent communication, both verbal and written.</li> <li>› Highly creative with excellent writing skills.</li> <li>› Analytical mindset with strong attention to detail.</li> <li>› Good commercial awareness and a desire to get results.</li> <li>› Ability to build and maintain strong relationships.</li> </ul>
Technical skills	<ul style="list-style-type: none"> <li>› Good aptitude for data analysis and insights</li> <li>› Good knowledge of social media platforms</li> <li>› Experience in using Adobe Creative Suite, particularly Photoshop and Illustrator.</li> <li>› Video editing abilities (e.g., Premier Pro, After Effects, Biteable, Canva)</li> <li>› CRM and customer segmentation</li> <li>› Good knowledge of the Google suite (e.g., Analytics, AdWords, Tag Manager) and creating conversion goals.</li> </ul>
Qualifications & Experience	<ul style="list-style-type: none"> <li>› Required - 2-years' experience in a B2B or B2C marketing role</li> <li>› Recognised marketing training / qualification</li> <li>› Willingness to undertake further training as appropriate and when required.</li> </ul>