



Marketing Manager

Description:

The marketing manager manages the day to day marketing activities of the organisation and long term marketing strategy of the company.

Responsibilities:

- Instilling a marketing led ethos throughout the business
- Researching and reporting on external opportunities
- Understanding current and potential customers. Making customer focused decisions (customer relationship management).
- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Coordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing.

Requirements:

Bachelor degree in Marketing. Strong analytical and project management skills. Confident and dynamic personality. Strong creative outlook.