

JOB DESCRIPTION & PERSON SPECIFICATION

JOB TITLE:	Marketing Manager
DEPARTMENT:	Fire Protection / Marketing
LOCATION:	Frank Perkins Way, Irlam
LEVEL:	Mid-Senior
HOURS:	Full Time (4x days in the office & 1x WFH)
REPORTS TO:	Managing Director

JOB DESCRIPTION

This role will head up all marketing activities for the Fire Protection division of Diamorph Group (all brands under this title). This role reports to the Fire Protection Managing Director. You will work closely with the internal stakeholders and external marketing agencies to deliver projects and campaigns for our Fire Protection sales teams and customers.

Marketing Strategy

- Plan and execute a marketing strategy in line with business objectives, UK & overseas
- Design & deliver multichannel campaigns and product launches for new and existing products & sectors
- Market research across a multitude of sectors & geographies
- Overseeing the marketing budget
- Manage and measure marketing costs ensuring ROI
- Report on the effectiveness of marketing campaigns using pre-determined KPI's (CRM, Analytics etc)

Day to Day activities

- Provide tools and materials to enable the sales team to function effectively (brochures, datasheets, presentations etc)
- Deploy social media strategies on a weekly basis
- Organise and manage events, shows and exhibitions
- Manage and improve lead generation campaigns, measuring results
- Ensuring digital presence through: video, web, social media, ecommerce
- Ensuring traditional presence through: print, PR, events
- Sourcing suppliers from merchandise & printing to external service providers
- Uphold & champion brand guidelines for internal & external comms
- Deliver all high-profile communications when required for key stakeholders
- Liaise with external agencies to manage projects and priorities
- Manage online platforms (Glenigans, NBS, ASFP, Lead Forensics)
- Take ownership of awards, memberships & accreditation bodies
- Ensure all sites are up and running effectively & monitor daily leads
- Management of the CRM

DESIRABLE SKILLS

- Knowledge of PPC & SEO strategy
- Experience in creative suite (InDesign, Illustrator, Photoshop)
- Prior background in construction
- An understanding of WordPress & Shopify
- Familiarity with undertaking market research/market mapping

PERSON SPECIFICATION

- **Collaborative skills:** As a marketing manager you will have to lead and collaborate with multiple teams across the Diamorph Group. Collaboration between teams is essential.
- **Communication skills:** The ability to speak and write to a high technical standard is crucial. You will frequently have to present new products and write engaging document, telling the 'story' of products, for various marketing channels.
- **Research skills:** A crucial part of being a global marketing manager is gaining insight into customer needs and experiences. Analysis of data, surveys and customer interviews will be part of this mix and you need to be well acquainted with these techniques.

EDUCATION AND TRAINING

Bachelor's Degree in Marketing, Business, or a Related Field

PROFILE

Focused on marketing, the candidate has ideally an international experience and present a good knowledge about our business, especially within the advanced material industry. The candidate is creative and innovative, willing to drive new products generation on industrial and building material applications and customers' environment. Good communication skills, open to work in matrix organization. Leadership change management and communication will be key to success in this role. In addition, the candidate is outgoing, driven, proactive, structured and a team player; they contribute to the development of the company's values by being collaborative, open-minded, resourceful, and entrepreneurial.

PERSONAL ATTRIBUTES

- Communication and interpersonal skills
- Customer-facing skills
- Commercial awareness and business acumen
- The ability to think strategically
- Creativity
- Detail-Orientated
- Analytical skills to evaluate marketing campaigns
- Leadership, drive and self-motivation
- Flexible approach to work
- Ability to work well under pressure
- Teamwork and the ability to foster good working relationships
- Influencing and negotiation skills
- Skills in IT and Social media
- Numeracy skills - Budgeting
- Multi-Tasking
- Presentation skills