



JOB TITLE: **MARKETING MANAGER**

JOB LOCATION: **HARROGATE**

REPORTS TO: **CEO – INTECHNOLOGY WIFI**

LAST UPDATED: **JUNE 2018**

AIM OF THE ROLE

The Marketing Manager role will support InTechnology WiFi’s Marketing Department in acting as the in-house creative agency. This new role has been introduced to develop and implement the marketing strategy and communications plan. The Marketing Manager will be liaising with a range of stakeholders; co-ordinating all PR, brand and external communications activities. They will also organise the production of various marketing materials, ensuring that they are stimulating and accurate.

KEY RESPONSIBILITIES

Key responsibilities in this role will include but are not restricted to the following:

- Manage existing Marketing team of 4 - Creative Media Designer, Marketing and Design Executive, Content Writer and the Digital Marketing Coordinator
- To increase online presence, search and sales through an integrated and digital approach
- Help generate leads through Digital presence ie Linked in etc run campaigns etc
- Help sales produce Tender documents and some Bid management if applicable skill set
- Produce & update corporate presentations and sales documentation where applicable
- To increase brand awareness and drive thought leadership through the use of case studies, social media, blogs and digital PR
- Supporting the output of all marketing collateral, both printed and electronic
- Conceptualize and produce e-mail templates
- Design/produce print related marketing material
- Maintain brand consistency throughout the business
- Act as the key point of contact in relation to all reproduction queries and requirements
- Offer new ideas and concepts clearly and effectively
- Raise awareness of InTechnology WiFi, as a company, and it’s total portfolio of solutions and services in the minds of the press, industry analysts, the channel, vendors, market segments, end users and within the organisation itself. This will require close liaison with PR agencies to ensure messaging is clear.
- Producing marketing plan and delivering with a cut down version with customers

The 2 key areas of the role are:

Brand Responsibility

The Marketing Manager will thoroughly acquaint themselves with the marketing objectives of the vendor and by working with the CEO of InTechnology WiFi, formulate a Brand Marketing Plan. This plan will be owned by the Marketing Manager and will dictate the portfolio of solutions and services to be sold to ensure the brand business targets; both revenue and margin are both achievable and met. The Brand Marketing Plan will form part of the overall Corporate Marketing Plan.



Regular monitoring of revenue and margin must be undertaken to assist the CEO to achieve targets. Where shortfalls are apparent, to recommend marketing campaigns to overcome these shortfalls.

Vertical Market Responsibility

The Marketing Manager will thoroughly acquaint themselves with the business and sales objectives expected from the vertical market. By working with the CEO a Vertical Market Marketing Plan will be formulated. This plan will be owned by the Marketing Manager and the primary aim will be to generate quality leads and raise awareness of the brand. The Vertical Market Marketing Plan will form part of the overall Corporate Marketing Plan.

Regular progress reviews will be undertaken with the relevant sales personnel to assess the performance of all campaigns including lead generation, PR, seminars, exhibitions and direct mail/e-mail. Management of the Vertical Sector marketing budget is a major part of the manager's responsibility.

PERSON SPECIFICATION

The ideal candidate will be educated to degree level or hold the equivalent level of education and experience. Furthermore, you will **be able to demonstrate the following skills, attributes and experience:**

- Strong digital marketing experience especially with Linked in, Twitter etc
- Excellent verbal communication skills – has the ability to convey information verbally to customers and fellow colleagues
- Flexibility – maintains effectiveness in a fast moving and/or changing environment and with varying tasks, responsibilities or people
- Ambition to grow and develop in a role
- Ability to demonstrate a high level of attention to detail and a methodical approach including previously producing literature to a high standard
- Be able to work well with minimal supervision
- Work well within a team
- Be able to adapt a 'hands-on' approach
- Previous experience producing design material
- Previous management experience
- Customer facing

ISO

Responsible for ensuring that they are aware of the security policies and procedures of the Information Security Management System (ISO27001) and how these specifically relate to the information resources they have access to.

All security events, whether suspected or actual, must be reported immediately to the Information Security Manager on detection, without exception, including underperforming or broken processes that may lead to information leakage or a security breach.



Responsible for ensuring that all activities are carried out in accordance with their requirements including:

- Ensuring that they fully understand and execute their responsibilities under the QMS;
- Ensuring that they know and understand the company Quality Policy;
- Informing their Department Managers of any quality issues of concern.
- Ensuring that they adhere to best practice.

TO APPLY FOR THE ROLE

To apply for the role please email your CV to Nichola Wake, Group HR Manager;
nichola.wake@intechologyplc.com