

Marketing Manager

Location: Head Office: Tawe Business Village, Phoenix Way, Swansea, SA7 9LA

Role: 40+ hours per week (Business needs)

Salary: £34-£42k depending on experience

Position Reports to: Commercial Director

Bonus: Quarterly, to be negotiated based on rolling KPI's.

Position is responsible for

Planning, implementing and overseeing the marketing strategy of one of Wales' fastest growing organisations to grow brand awareness, attract new business and support with retention of existing stakeholders. You will work closely with the Commercial Director and commercial team to drive new leads and brand growth through effective management of marketing budget and strategy. Your role will include building, maintaining and managing existing relationships with external media agencies, suppliers and industry leaders.

Main Duties

- Creation of engaging content, inclusive of socials, blogs, partner sites and print.
- Supervise platforms to drive audience growth. Including but not limited to arranging content, writing copy, determining best navigation and liaising with other stakeholders e.g. wedding operations team and external consultants for exciting ideas and PR stunts.
- Support with researching, developing and implementing new digital advertising opportunities, ensure finger on the pulse of new innovations and trending platforms as well as effective use of existing advertising tools.
- Work with graphic designers and freelancer digital consultants to brief and quality check output/drive performance.
- Manage marketing budget, consistently review and monitor the rolling advertising plan and performance results of all areas of the marketing mix in line with KPI's to ensure maximised ROI.
- Help test ideas and new products, through focus groups, surveys and other relevant activities
- Marketing research, keep up to date with wedding industry and sales trends.
- Lead generation monitoring and research.
- Perform a range of administrative tasks, including but not limited managing; online image galleries and collateral folders.

- Support with the promotion and sales of commercial lead events e.g. Showcases, Open Days, Wedding Fayres.

KPIs

- Engaging content, brand awareness and audience growth.
- No. of new enquiries as per rolling commercial targets.
- Effective 'marketing' analysis reports including but not limited to; how they heard, average spend, geo-location.

Experience & skills required

- Communications based degree or related field e.g. (Media, Digital, Journalism, English)
- Minimum 4 years' experience in marketing or related industry, minimum 1 year experience in senior role.
- Excellent communication skills with a passion for learning and creating 'brand value'
- Competent understanding of new technologies and social media.
- Understanding of SEO and Google Ad Words desirable.
- Competent verbal and written communication skills, Excel knowledge, Outlook skills and confident telephone manner.