

Marketing Manager

Hours of Work: 37.5

Place of Work: Hybrid with ideally 1 day per week in the office

Reports To: Claire Rose, Head of Marketing

About us:

We started up over 30 years ago, with the aim to make the lives of Manufacturers and Distributors easier and our aim has remained steadfast ever since. We like to think we have come this far because our customers know we want to help them - in the best way possible.

Microsoft Dynamics 365 is our tool of choice to help our customers achieve their business goals and we help our customers succeed because we believe in leading with business objectives, not technology. We take the time to develop an understanding of each customer's business while encouraging and educating them about best-practice processes.

We are a Great Place to Work® Excellence in Winner (over numerous years) and by having the right team in place (with the relevant skills and experience) as well as enjoying what they do and where they work, means we can deliver the projects that make a real difference to our customers.

Our obsession has always been to use technology to make our clients' businesses more efficient, and our people are critical to us in achieving this goal. With our people as our most valuable asset, our involvement in Great Place to Work® means we can continuously benchmark and improve our peoples' experiences to build and sustain great customer experiences.

Overall Responsibilities of the role:

As a result of the company's growth plans, we are looking to add an experienced marketer to the existing team. Reporting to the Head of Marketing, the successful candidate will have at least 4-5 years' experience of working in the ERP sector in the manufacturing or distribution industry.

Main Areas of Responsibility:

- Reporting to our Head of Marketing, you'll be joining an existing team of 7 and be working closely with our inhouse Website & Design Manager, Video Producer, Campaign Managers and Inside Sales.
- Develop and deliver imaginative direct marketing campaigns that drive opportunity generation and/or customer retention.
- Develop and deliver content creation, website & search optimisation to drive inbound marketing (in conjunction with the Website & Design Manager)
- Support the development of marketing plans for the individual industry verticals and product areas.
- Work closely with the Head of Marketing and Sales Director to develop new growth opportunities.
- Providing regular reporting on the progress of campaigns, content creation and demand generation results
- Supporting the rest of the marketing, sales, and management team as and when required

Skills and Experience:

- A minimum of 4+ years of marketing ERP solutions to the manufacturing and distribution industry, working closely with sales and product teams.
- Strong written and verbal communications – with demonstrable experience of writing copy on B2B subjects.
- Experience of delivering results via content creation and SEO
- Experience of using email marketing and CRM software.
- Excellent organisational skills with ability to multi-task.
- Attention to detail is a must, often in a fast-changing environment!

We are passionate about our employee's development, and we value potential and a growth mindset as much as experience and expertise and we therefore encourage you to apply, even if you feel you don't meet all of the requirements of the role as mentorship, coaching, development and support will be provided, including enrolment on the first part of our Academy Programme to provide you with an introduction into us as a business and our Support Team.

In return we will:

Support your development journey, help you grow and offer:

- A competitive salary depending on experience.
- Competitive Annual Leave - in addition, you will be entitled to an extra day's holiday for each calendar six-month period completed with no sick leave.
- Access to our Employee Assistance Programme – offering a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues.
- Pension scheme: eligible to join the company pension scheme 3 months after your start date with matched contributions up to 3%.
- Death in Service: you will be enrolled in our Company Death in Service Scheme (unless you wish to opt out) – the cover is for 4 times your salary.
- Private Health Insurance – you are able to join our Company Health Scheme upon commencement of employment

Diversity and Inclusion

Tecman is committed to promoting equality of opportunity for all employees and job applicants. We aim to create a working environment in which all individuals can make the best use of their skills and can express and develop their potential, from the moment they are hired and throughout their career, by offering a diverse and inclusive community that respects individuals and enables them to strive for success in order to contribute positively to the business, free from discrimination or harassment.

Tecman reserves the right to close the vacancy before the stated closing date if a high volume of applications is received. Due to the volume of applications we receive, we are not able to provide detailed feedback to applicants that we not shortlisted.

You must have the legal right to live and work in the United Kingdom.