

## Marketing Manager

You will help UMi to do more and go further by designing and delivering engaging and robust marketing and sales campaigns to reach our target audiences.

<b>Salary</b>	Circa £30,000 p.a. (depending upon experience) + a range of great benefits
<b>Why your role is important</b>	Your role is key to growing our sustainable diverse revenue streams, market share and engagement with our target audiences. Using your creative, sales driven, marketing and campaign management talents, you will create awareness, drive leads and adoption for a range of products and services amongst our customers and partners.

### MAIN RESPONSIBILITIES AND KPI'S

- Always uphold the ART of UMi in all that you do.
- When you see an opportunity to do so, use your skill, experience, and personal characteristics to support projects and activities outside of your core role.
- Be an advocate of UMi through active involvement in promotional and marketing activity and through broader networking and introductions.
- Uphold our commitment to people, planet, and profit by consistently operating to UMi's policies, standards and ethics.
- Develop, deliver, and oversee a range of multi-channel campaigns to drive leads and conversions that align with business and partner goals.
- Manage and facilitate internal communications ensuring clear and consistent dissemination of business updates, campaign insights, and team initiatives.
- Support the development of strategic marketing campaigns aligned with business objectives and launch plans.
- Develop and maintain our corporate and campaign websites, collaborating with cross-functional teams to ensure alignment with brand guidelines, messaging, and campaign objectives.
- Ensure brand consistency across all marketing channels and touchpoints, reinforcing our unique value proposition.
- Develop compelling and engaging copy for use across multiple channels, clearly defining features and benefits addressing customer needs, with clear calls to action.
- Utilise analytics and data-driven insights to evaluate performance, track conversions, identify areas for improvement.
- Prepare progress reports that clearly explain performance, identify clear actions for improvement and mitigation of risks.
- Effectively manage communication to our internal and external stakeholders.
- Conduct regular market research and competitor analysis to identify growth opportunities and stay ahead of industry trends.
- Design and deliver webinars and live events to support marketing and content plans.
- Support and inspire a high-performing marketing team.
- Manage designated marketing budgets effectively.

## Our values and beliefs

- Adventurous – our adventures take us far and wide – they’re tough and exciting but we are fearless and open-minded about where they might lead.
- Responsible – we share a collective responsibility to each other, respect the world we live in, and we keep our promises.
- Togetherness - we can achieve more together than we can apart, and we know that businesses are more than just bricks and mortar or numbers on a spreadsheet – they’re powered by people

## YOUR ROLE WITHIN UMI

- Team: Content and Marketing Team
- Your manager: Head of Marketing
- Reports: None
- Budget Responsibility: Limited

## THE ESSENTIAL THINGS YOU NEED

Summary of essential knowledge, skills and experience:

- Demonstrable track record of designing and executing progressive marketing and sales plans in a B2B environment (including digital marketing, search engine optimisation, pay per click advertising, social media content marketing, website development, display advertising and email marketing).
- Proficiency in marketing software, automation and lead management tools - for example: Hootsuite, Click Dimensions, Microsoft Dynamics, Umbraco, Canva, Google Ads, Google Analytics and Social Media Ad Managers.
- A creative mindset with the ability to bring fresh ideas and innovative approaches.
- Ability to adapt to changes in marketing to respond to market or industry shifts.
- Exceptional attention to detail and methodical approach to campaign planning.
- Experience in ensuring brand consistency in line with guidelines.
- Ability to monitor, interpret and report on analytics in a meaningful way.
- Excellent communication and reporting skills to convey plans, metrics, and key insights.
- Ability to collaborate effectively with cross-functional teams and external partners.
- Ability to work in a deadline driven environment.
- Computer literacy (database, spreadsheet, word processing).
- Experience of managing budgets effectively.

## THE THINGS THAT ARE NICE TO HAVE

Summary of desirable knowledge, skills and experience:

- Marketing and communications qualification from a recognised institution.
- Experience of leading and inspiring a high-performing marketing team.
- Experience in integrating social responsibility initiatives into marketing strategies.
- Event Management experience.
- Creative design skills.