

## Job Description – Marketing Manager

**Title:** Marketing Manager

**Reports to:** Director

**Based at:** 17, The Courtyard, Timothy's Bridge Road, Stratford Upon Avon, Warwickshire, CV37 9NP.

**Date created:** 22 March 2019

### Position Overview:

As Marketing Manager, you will have strong attention to detail, superb planning and project management skills, well developed analytical capability and strong negotiation skills are must haves for a role which will deliver on time, brand awareness and tactical marketing campaigns mainly internally for DSA, however some external client work may also be required. Experience of briefing and managing media and creative agencies are a bonus.

The role is to promote and enhance the services of DSA to both new and existing clients. Establish and achieve the company's strategy and goals and result in outstanding service.

### Key Responsibilities and Accountabilities:

- Develop and provide internal strategic marketing counsel to market DSA to include;
  - Content strategy: to include social media (LinkedIn, Twitter, Instagram, Facebook), emails, blogs, insights and news articles. Creating engaging content that promotes DSA's services.
  - PR/Advertising strategy/relationship building – developing promotional/advertising opportunities for DSA by relationships with trade associations and industry organisations, and key event partners – associations, exhibitions, media.
  - Website Content Management – managing development, design and content of DSA's website and all content to ensure it remains current and up to date.
  - Writing and proofreading all copy
  - Creation and maintaining all presentation material – digital and print
  - Communicating with and managing customer relationships
  - Maintaining and updating customer management system (Insightly).
  - Manage and measure the performance of all digital marketing activity using a variety of web analytic tools (Google Analytics, Hootsuite etc)
  - Budget management – maintain accurate budget reports, analysis and documentation.

**Key Skills:**

- Excellent verbal and written communications
- Creativity and imagination
- Strong organisational and planning skills
- Able to multi-task and manage multiple projects simultaneously
- Commercial awareness and good financial acumen
- Influence and negotiation skills
- Able to build and maintain trusted relationships with colleagues, suppliers and clients
- Networking skills
- Knowledge of Microsoft Office products

**Desired Behavioural Attributes:**

- Able to work independently and as part of a wider team
- Able to manage workload to deadlines and be respectful of the workload of colleagues
- Self-motivated and enthusiastic
- Maintain a client perspective at all times
- Positive, flexible and a proactive problem solver
- Show commitment to deliver excellence
- Take ownership for ensuring 100% accuracy across all tasks
- Engage and participate in personal development opportunities that are presented
- Keep up to date with latest technologies and market developments

**KPIs:**

- Number of website unique visits
- Website page views
- Increase in Social Media followers (LinkedIn, Twitter, Insta, Facebook)
- Increase total sales pipeline value to ensure DSA reaches financial targets
- Number of sales opportunities generated
- Number of sales meetings scheduled
- Range of opportunities including the full agency offering
- Positive client feedback
- Positive colleague feedback

I hereby acknowledge and accept the job description and responsibilities of my duties:

Signed: .....

Print Name: .....

Date: .....