

Job Description

Job title: Marketing Manager

Division: Business Development

Report to: Managing Director

Salary: Up to £28,000 depending on relevant B2B/industry experience

Location: 14 Berry Moor Court, Northumberland Business Park, Cramlington NE23 7RZ (We are moving to this address on 17 December 2018)

Working hours and contract: Full time and permanent position – 9.00am – 5.30pm (37.5 hours per week)

Deadline for applications: 12pm Friday 14 December 2018

Application requirements: Covering letter explaining why you are the right fit for this role and an up to date CV.

Applications to: Applications should be addressed to Samantha Davidson, Managing Director, Horizon Works – samantha@Horizon Works.co.uk If you have any questions regarding this role, please call 0345 075 5955.

Background to company:

Horizon Works understands, champions and supports innovators in complex industries with B2B marketing that is clear, connected and purposeful. From our in-depth approach to understanding what our clients do, our multi-talented team of writers, designers and digital experts produce seamless marketing solutions that generate results. It's a journey we go on with our clients, to ensure their reputation and bottom line grows beyond their expectations. For further details, visit our website: <https://Horizon Works.co.uk/>

Our values:

Our values are core to everything we do at Horizon Works. From the way we deliver our marketing and build relationships with our clients to how we work together internally as a team. Our values are: Supportive, friendly, passionate, proactivity, driven by quality and integrity. Read more about our behaviours on our website: <https://Horizon Works.co.uk/our-team/our-values/>

Our culture:

At Horizon Works, we have a strong team ethic and embedded business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results. Our

values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with us. To read about life at Horizon Works visit: <https://Horizon Works.co.uk/our-team/our-culture/>

Main purpose of job:

The Marketing Manager is responsible for the management and delivery of Horizon Works marketing strategy and plan, this includes:

- Delivering the marketing strategy and activities in the marketing plan.
- Developing and implementing marketing, PR and sales campaigns to generate leads and enquiries.
- Managing the Horizon Works brand and image including the development of sales and marketing materials and online resources.
- Representing Horizon Works at events and conferences.

We are looking for an exceptional marketing professional who is hungry to develop their career in B2B marketing and work on compelling creative campaigns that will drive the performance of our business regionally, nationally and internationally. This is an exciting opportunity with future career prospects to grow within the business and be part of a leading B2B marketing agency.

Horizon Works is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for the business.

Core responsibilities include:

Marketing strategy and plan

- Develop and deliver the marketing strategy for Horizon Works.
- Continually review the marketing plan and provide monthly marketing reports / KPIs.
- Research and identify clients/prospects, sector/industry opportunities and conduct regular competitor analysis.
- Conduct regular research into our target industries/sectors and provide insights for digital marketing use.
- With the Managing Director continuously review our proposition and offer.
- Conduct monthly client satisfaction surveys.
- Drive forward our business and deliver exceptional marketing that meets the objectives and targets of the business.

Marketing, PR and Sales Campaigns

- Implement a series of targeted campaigns – this includes creating the ideas, with the digital and design teams producing the materials and executing and managing the delivery of the campaigns.
- Manage our website, social media platforms, CRM and media database.
- Create regular content including blogs, industry insights, case studies, marketing trends and news stories to be used across campaigns and digital platforms.

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- Manage digital campaigns including daily social media management (LinkedIn and Twitter), website updates, monthly e-marketing and other activities to boost our website performance (with our digital team).
- Implement PR campaigns across our regional, national and industry network publications/media channels including writing press release, press liaison and identifying press opportunities.

Our Brand

- Manage the Horizon Works brand and ensuring consistency and quality across all of our internal, external, online and offline materials/assets.
- Manage the creation of our sales, marketing and pitch/presentation materials including writing material and working with the design and digital teams in the production of them.
- Continuously drive forward the Horizon Works brand - keeping us at the forefront of our industry and ensuring our values and vision is at the core.

Events and Industry Networks

- Liaise with our various industry networks ensuring we maximise on our membership and utilise all marketing and communications channels.
- Manage events including meetings, speaking engagements, seminars, trade shows and exhibits including the pre and post promotional campaigns.
- Promote our involvement in events and seminars across all our marketing platforms and manage delegates, promotion and logistics.
- Represent the company in a range of external activities including networking, events, conferences and prospective client meetings.

Other

- Continuously keep ahead of marketing and PR trends and feedback on new trends and ideas.
- Establish and maintain a programme of personal development in marketing/PR.
- Develop strong relationships with clients, potential clients, colleagues and partner/supplier companies.

Education and formal qualifications

- Qualified to Degree level with relevant industry experience in marketing, ideally more than 5 years in a similar role.
- CIM qualifications desirable.

Work experience/background

- Experience of developing and executing marketing strategies.
- Experience of managing marketing campaigns and projects from start to finish.
- Excellent copywriting and proofreading skills.
- Experience in writing quality content for press releases, blogs, websites and other offline and online marketing materials and campaigns.

- Experience in managing a brand and developing consistent and targeted marketing materials.

Specific skills, aptitude, knowledge

- A strong understanding of the principles of marketing.
- A strong understanding of strategic marketing and measuring marketing performance.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- An understanding of digital content marketing platforms such as social media.
- IT literate and willing to learn new technologies.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

Key attributes

- Self-driven, results orientated and a passion for excelling a career in marketing.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Project management, literacy and numeracy skills and the ability to prepare accurate quotations and proposals.
- Understands the principles of marketing and the need for consistency.
- Responsible, accountable and determined to succeed.
- Passionate about marketing and delivering a high-quality service.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Why work for Horizon Works?

Check out our culture page on our website which will give you a flavour of working at Horizon Works: <https://Horizon Works.co.uk/our-team/our-culture/>