

Job Description

Job title: Strategic Marketing Specialist

Salary: DOE

Location: Head Office, 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ

Working hours and contract: Permanent full time or part time options.

Deadline for applications: 21st June 2024

Background to company

Global marketing solutions for innovators across technical sectors – that's what we do at Horizon Works.

We work with ambitious and fast-growing innovation and technology led businesses that are creating solutions of worldwide importance. Through cutting edge marketing, we empower them to gain global recognition and adoption for their products and services.

Established in 2010, we have a proven track record of delivering marketing solutions that have tangible, impactful results and resonate on a global scale.

Our culture and values

At Horizon Works we focus on developing marketing careers and we have a strong team ethic embedded into our 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.

- **Passion** - We deliver worthwhile work that we are proud of. The team works with enthusiasm, creativity and energy to deliver the best marketing solutions.
- **Ownership** - We empower our team to make the right decisions. We make things happen, drive things forward and take an entrepreneurial approach in everything we do.
- **Positivity** - We foster a no-nonsense approach. We're supportive, approachable and friendly and this helps build a positive and enjoyable environment.
- **Collaboration** - We know our industry, share our insights and embrace innovation. Partnerships are at the heart of our business, and this keeps us at the forefront.
- **Inspirational** - We work with companies that are innovating solutions of worldwide importance and that's important to us. Through our work we are making an impact now, for the future.

We also have a **Good Vibes Culture and Community Programme** which is made up of monthly activities that we're doing as a team to promote and generate positivity both internally and externally.

Please see below the full benefits package.

The Strategic Marketing Specialist is responsible for using data driven methodologies to create innovative marketing strategies for clients to help drive sustainable growth. Specifically, the purpose of this role is:

- To undertake market research and use statistics and data to shape and develop client marketing strategies.
- To identify the best strategies across various marketing channels including paid search, social media, SEO, content marketing, digital marketing, events and PR – and optimise for maximum impact.
- To create marketing strategies for clients focused on growth and results.
- To develop strong relationships with clients, potential clients, colleagues and partner companies.

Core responsibilities include:

Market insight and strategy

- Undertake market research and analyse data and insights to help inform targeted marketing strategies.
- Conduct research into our clients' markets, competitors and customers to gain valuable insights and undertake positioning, perception and benchmarking analysis.
- Develop detailed personas / buyer journeys to help understand target audiences and based on this create messages and campaigns that will resonate.
- Create marketing strategies that are aligned with our clients' business growth and consider all elements of marketing mix and channels/routes to market (including a fully integrated marketing plan).
- Define marketing effectiveness benchmarks and implement these with clients, measuring and monitoring continuously.

Client delivery support

- Support the Client Partners in advising our B2B clients on their marketing strategy and plan.
- Collaborate with the team to deliver integrated marketing campaigns for clients.
- Liaise with clients to scope and agree marketing campaign requirements.
- Create work/project schedules with clear milestones for delivery.
- Deliver a range of client work and manage their projects and campaigns.
- Maintain good working relationships with clients.
- Monitor and review client projects and provide update reports.

Other

- Represent the company in a range of internal and external activities including networking, events, client meetings and prospective client meetings.
- Continuously keep ahead of marketing and PR trends and share new trends and ideas.
- Establish and maintain a programme of personal development in marketing.

Education and formal qualifications

- Qualified to Degree level with relevant industry experience in marketing, ideally more than 5 years.
- Agency experience is advantageous however you will be considered if you have strong in-house marketing experience and/or strategic marketing experience.

Work experience/background

- Experience in creating marketing strategies and plans.
- Experience in conducting market research.
- Experience in developing successful marketing campaigns.
- Experience in creating meaningful KPIs and monitoring marketing effectiveness.
- Excellent copywriting and proofreading skills.

Specific skills, aptitude, knowledge

- Strong understanding of strategic marketing.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- 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 clear focus on high standards and business performance.
- 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.
- Ability to understand and translate technical information into user friendly language.
- Able to demonstrate excellent client care and manage their needs and expectations.
- 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.

Interested?

Send your CV and covering letter telling us why you want to work with Horizon Works to hello@horizonworks.co.uk

Employment benefits:

- Pension contributions.
- 30 days holiday including bank holidays.
- Additional day's holiday every two years in the business.
- Your birthday off work.
- Flexible working hours.
- Option to work from home one to two days a week.

Other things that add to your experience at Horizon Works:

- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people or the community.

- Good vibes programme – monthly schedule of ‘at work’ events and activities (including fundraising and challenges). We understand that it’s difficult for everyone to commit to time outside of work to ‘team build’, so we make it fun at work.
- Lunch club – once a month we have an organised lunch together at work.
- Monthly wellbeing walk – once a month we organise a lunchtime walk somewhere in and around Northumberland.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Yearly summer afternoon garden party (in working hours)
- Festive afternoon and lunch (in working hours)
- Yearly offsite strategy day and team building day