

MARKETING MANAGER

THE ROLE

This is an exciting new management position reporting to the Directors.

You will be responsible for shaping and implementing the company wide strategic marketing plan; strengthening and amplifying our identity and reputation across all platforms and helping our Sales team generate new enquiries.

You will inherit our long and valued heritage, but should also be keen to create a modern marketing plan, to help drive our business forward as we seek to fulfill our future ambitions.

Working alongside the senior management team, you'll lead a strategy that includes digital and traditional content, and you will play a crucial role in shaping the development and execution of novel marketing initiatives to enhance brand visibility, celebrate our product, generate leads, and contribute to the continued growth of the company.

You will be responsible for devising and implementing marketing strategies that align with our unique ethos and our business objectives and how best to effectively reach our target audiences.

Additionally, the Marketing Manager will forge and manage relationships with associated partners and clients and analyse the outcomes of the marketing strategy.

KEY RESPONSIBILITIES:

Including, but not limited to:

- Development and management of the Company strategic marketing plan
- Implementation and monitoring of the marketing plan and its outcomes
- Commissioning and managing marketing content including a new website, social media content, photography/film, newsletters and other 'direct to customer' communication
- Coordinating the procurement of all company brochures, printed copy and other visuals/literature
- Working closely with and supporting the Creative Director and Sales Director with ongoing development and implementation of our company brand features
- Establishing and managing existing and new partnerships with like-minded, market leading companies to help elevate and articulate our brand/products, amplify our message and reach new and existing audiences
- Managing and coordinatating various national exhibitions, open days and other company events

- Managing and developing Border Oak's media relations and PR activities with external agencies, journalists and consultants
- Managing and implementing advertising campaigns in key publications and working to secure increased editorial opportunities
- Managing our social media platforms and the assessment of the outcomes/requirements from this
- Provide marketing reports and presentation documents to the Senior Management Team as required
- Uphold and protect the values and reputation of Border Oak, ensuring communications and engagement are well planned, aligned and appropriately managed to this effect
- Content creation, coordination and support for external and internal projects – which may include preparing and editing materials such as case studies, employee profiles, company presentations, training events, newsletters, website, press releases, blogs, videos, etc.
- Create, deliver, and evaluate internal and external communications ensuring they effectively reflect key messages and position and reinforce the overall marketing strategy
- Support the Sales and Design Teams with marketing materials to help assist their aims of generating new leads and securing contracts
- Oversee the visitor experiences to the office, workshop and sites – identifying and maximising all marketing opportunities and to deliver an exemplary impression of the Company at all points of contact
- Establish marketing processes throughout Border Oak to harness current and new opportunities and reinforce key messages
- Conduct market research to identify trends, assess the competitive landscape, and identify opportunities for growth
- Monitor campaign performance and adjust strategies to optimise results
- Management of a marketing budget and effective use of the budget

KEY SKILLS

- Successful marketing and PR background, preferably at a management level for several years.
- Creative, thoughtful with keen eye for detail & opportunity
- Strong communicator across all platforms
- Focus upon deliverable outcomes and achieving strategic goals, including increasing sales enquiries and enhancing customer experiences
- Proficient technical knowledge across a variety of marketing platforms, including social, web and Mail Chimp, plus emerging platforms & tools
- Ability to think strategically across departments and to develop associated marketing plans that will collectively align with our overall ethos and long term ambitions
- An analytical mindset and ability to identify targets, interpret data, assess campaigns and optimise performance and outcomes
- Experienced collaborator – to include clients, external partners and internal colleagues.

- Proven ability to develop and foster existing relationships and identify new opportunities
- Strong administration & organisational skills
- Ability to establish an in-house marketing and PR team as the position develops

Other skills that would be desirable but not essential:

- Digital Experience - including Paid Search, Paid Social, SEO, PR and Web Development
- Utilising data and analytics to measure the effectiveness of digital campaigns and make data-driven decisions
- Brand Management including Brand guidelines experience
- Design background
- Sales experience
- Design
- Interests in architecture, housing, sustainability and craftsmanship

If you would like to apply for the position please send your CV, covering letter and/or other presentation documents to Miranda Jones
miranda.jones@borderoak.com