

MARKETING MANAGER

JOB REF: 0738

Our client, Kiverco Waste Systems, delivers innovative recycling solutions to any business in the waste processing industry on a global level. With year on year growth and with the drive and enthusiasm to build on this, they now wish to recruit a high-performing person as Marketing Manager. You will work closely with our international partners, our sales and senior management team, to help drive and achieve business growth in line with company strategy.

Job Purpose

We are looking someone with experience in formulating and executing a successful marketing plan, taking the brand to a new level, using proven marketing techniques to make the greatest impact worldwide. This is very much a hands-on role where attention to detail, excellent writing and editing skills are essential. As Marketing Manager, you will assume responsibility for all marketing activities.

Responsibilities:

- Become the brand ambassador for Kiverco, driving awareness and ensuring the brand is represented to a consistent professional level both internally and worldwide.
- Proactively drive and manage strategic marketing, including the management of integrated marketing campaigns involving positioning, content marketing, digital marketing and event management.
- Create and manage the online presence in order to generate customer enquiries.
- Develop relationships with key publications to develop plans for promoting Kiverco solutions in key specialist trade media.
- Design a range of print and digital communications including brochures, adverts, newsletters, e-zines and other relevant media.
- Collate information and produce press releases and case studies.
- Event planning including trade shows, open days and exhibitions.
- Develop a localised digital marketing strategy for specific regions.
- In consultation with the Aftersales Department, develop and implement targeted marketing campaigns to maximise commercial returns from aftersales.

- Run the day-to-day delivery and management of multiple campaigns, ensuring they are delivered on time and within budget.
- All other marketing related duties deemed necessary in this role

Person Specification

- A relevant degree, holding or working towards a qualification awarded by the Chartered Institute of Marketing (CIM)
- A minimum of 3 years marketing management experience.
- Experience of developing & executing marketing strategy for global markets.
- Experience in managing digital marketing campaigns.
- Experience using marketing automation tools.
- Experience of tracking, analysis of and reporting on performance metrics.
- Excellent communication skills, both written and oral.
- Excellent knowledge of all social media channels and its application to business.
- The ability to multi-task, work unsupervised and prioritise own time and activities.
- Experience using a CRM such as Hubspot.
- Graphic design skills - designing brochures and promotional material.
- Website design and development - creating pages, menus, keeping website software up to date, regularly updating it and optimising for SEO.
- Ability to cultivate ideas, utilising creative writing while holding to branding and messaging direction and strategy.

To apply for this position, please submit your CV to info@spectrumes.co.uk or apply via the link.

The Company reserves the right to vary criteria at the shortlisting stage.

Spectrum Employment Solutions is an equal opportunities employer and welcomes applicants from all backgrounds.

DATA PROTECTION

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