

# MARKETING MANAGER JOB SPECIFICATION



**Employee Name:** XXX  
**Job Title:** XXX  
**Effective Date:** XXX

## JOB PURPOSE STATEMENT

This position is responsible for leading and executing the marketing initiatives for the group. The ideal candidate will be responsible for developing and implementing effective marketing strategies to drive brand awareness, lead generation, and customer engagement.

## KEY DELIVERABLES

| Key Performance Areas                        | Tasks   |
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| Strategic Marketing Planning                 | <ul style="list-style-type: none"><li>- Create and execute comprehensive marketing plans aligned with company goals.</li><li>- Utilise market research to identify opportunities and trends and understand customer needs and preferences.</li><li>- Analyse performance metrics and key performance indicators (KPIs) to assess the effectiveness of marketing campaigns and adjust strategies accordingly.</li><li>- Develop and manage marketing budgets, ensuring effective allocation of resources to maximise ROI.</li><li>- Conduct regular assessments of competitor brands to identify strengths, weaknesses, and opportunities for differentiation.</li></ul> |
| Brand Development, Positioning and Messaging | <ul style="list-style-type: none"><li>- Define and articulate the brand's personality, values, and voice to create a consistent and relatable brand persona. Drive brand positioning and messaging strategies to target audiences.</li><li>- Engage internal stakeholders to become brand advocates, aligning their understanding and representation of the brand with external messaging.</li><li>- Evaluate and align partnerships and sponsorships with the brand's values and positioning to enhance brand perception.</li></ul>  |

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| <p>Digital Marketing Management</p> | <ul style="list-style-type: none"> <li>- Oversee the digital marketing strategy, including SEO, SEM, social media, and email marketing.</li> <li>- Manage online presence and optimise digital channels for lead generation.</li> <li>- Analyse performance metrics and adjust strategies accordingly.</li> <li>- Ensure consistent messaging and branding across all communication channels.</li> <li>- Oversee the development and maintenance of the company website to ensure a user-friendly experience and alignment with marketing goals.</li> <li>- Implement strategies to manage and enhance the online reputation of the brand, addressing negative reviews and promoting positive feedback.</li> </ul>   |
| <p>Content Development</p>          | <ul style="list-style-type: none"> <li>- Develop compelling and targeted content for various channels (Websites, LinkedIn, Facebook, Instagram, etc.)</li> <li>- Create and maintain a content calendar outlining the schedule for content creation and publication across various channels.</li> <li>- Coordinate with internal teams for content creation.</li> <li>- Create long-form content such as articles, whitepapers, and industry reports to establish thought leadership.</li> <li>- Design and develop visual content, including infographics, images, and videos, to enhance engagement.</li> <li>- Develop case studies and testimonials showcasing successful customer experiences and outcomes.</li> <li>- Script and develop content for podcasts and videos, ensuring a cohesive and engaging narrative.</li> </ul> |
| <p>Lead Generation</p>              | <ul style="list-style-type: none"> <li>- Develop and implement lead-generation campaigns to drive sales opportunities.</li> <li>- Design and execute email campaigns to promote lead magnets and nurture leads through the sales funnel.</li> <li>- Plan and execute webinars and virtual events to generate leads and engage with potential customers.</li> <li>- Collaborate with the Sales Manager to ensure marketing efforts align with sales objectives.</li> <li>- Collaborate with industry partners for joint marketing initiatives and lead-sharing programs.</li> <li>- Utilize Customer Relationship Management (CRM) systems to track and manage leads throughout the sales cycle.</li> </ul>   |

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| Event Planning and Execution | <ul style="list-style-type: none"> <li>- Plan and execute industry events and webinars to enhance brand visibility.</li> <li>- Plan and execute internal company events.</li> <li>- Coordinate logistics, sponsorships, and promotional activities for events.</li> <li>- Liaise with event vendors, including caterers, audio-visual teams, and decorators, to coordinate logistics and ensure a seamless event.</li> <li>- Coordinate the creation of event collateral, signage, and branded materials to enhance the event experience.</li> <li>- Secure event sponsors and manage relationships, ensuring sponsor benefits are delivered as agreed.</li> <li>- Identify potential risks and develop contingency plans to address unforeseen challenges during the event.</li> </ul> |
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### **JOB REQUIREMENTS**

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience of 3 years + in a marketing management role, preferably in the IT industry.
- Successful track record of developing and implementing marketing strategies.
- In-depth knowledge of digital marketing channels, tools, and analytics.
- Proficiency in SEO, SEM, social media advertising, and email marketing.
- Excellent written and verbal communication skills.
- Ability to create compelling and effective marketing content.
- Strong analytical skills to measure and analyze marketing performance.
- Data-driven decision-making approach.
- Ability to collaborate effectively with cross-functional teams.
- Innovative thinking and the ability to develop creative marketing campaigns.
- Strong project management skills with the ability to manage multiple initiatives simultaneously