

JOB DESCRIPTION

Job title	<i>Marketing Manager</i>
Reports to (title)	<i>Lisa Trodd – Head of Marketing UK & IRE</i>
Location	<i>EMEA Regional Head Office, Windsor</i>
Department	<i>Marketing</i>
Key interface	<i>Marketing & Sales</i>
Hours / days	<i>09:00-17:30, 37.5 hours per week</i>

Job purpose - General summary and scope

At SEKO Logistics marketing is about understanding people and building awareness about how our products and services can satisfy their needs. We're looking for an experienced and versatile marketing manager who is hungry to do this and more. The ideal candidate has experience developing and executing marketing campaigns while managing and inspiring a team. They will be comfortable with day-to-day marketing activities as well as long-term strategy, thriving under tight deadlines and changing needs. If you are a people person who loves the rewarding challenge of building a brand, we want to hear from you.

Key duties and responsibilities

Key duties:

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with email, performance marketing, and web teams to design, test, and evolve lead-nurturing tactics

Responsibilities:

- Working with the creative team, develop creative briefs and guide creative direction to meet objectives for all events and internal and external communications, including print, digital, and video assets
- Conceptualize and execute on multichannel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- Responsible for the creation of marketing collateral and branding to support local and international offices

- Manage content and updates for customer and internal touch points, establish budget guidelines, participate in events, document business processes, and provide sales support
- Manage and implement marketing partnerships
- Create marketing and delivery plans for product launches
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

Qualifications and key skills required

Qualifications to include:

- Bachelor's degree (or equivalent) in marketing, business, or related field
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- A driven self-starter who can lead a virtual team
- Experience with marketing automation and CRM tools

Preferred qualifications to include:

- Proficiency with online marketing and social media strategy
- Willingness and ability to travel (20-30%)

Other Duties

- To apply and practice unit rules and regulations and comply with contractual requirements and handbook policies.
- To apply and practice Health and Safety instructions and regulations
- To apply all Statutory requirements as instructed
- Embrace, demonstrate and promote good customer service at all times
- Undertake a programme of personal development in line with the company process
- To protect and ensure the security of the building and the goods and items within it.
- Undertake any other duty deemed reasonable by your manager

Working conditions

Working conditions may include for example regular evening and weekend work, shift work, working outdoors.

Working conditions may include working with challenging clients, occasional out of hours work and in a highly targeted fast paced environment. The job holder is required to adequately manage themselves in an environment with the pressure of a fast paced and highly targeted work environment and to communicate any excessive pressure or other types of demands.

Physical requirements

This role requires physical attributes due to its nature and tasks. A standard of physical health and fitness is required i.e.:

- good vision, good hearing
- ability to get to the office location for specified working hours without company assistance
- Strong command of the English Language

Additional Information:

This job description sets out the current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Agreement to this job description does not confirm employment status. Employment or worker status will be confirmed alongside all notable terms, within the offer letter and contract of engagement or worker agreement.
