



# Job Description

Marketing Manager	
Based:	South Manchester (TBC)
Reporting to:	CEO – Alex Heslip
Role Purpose:	<p>To underpin the growth strategy of the business through ensuring the provision of high-quality marketing expertise and deliverables from concept through to results. This includes but is not limited to; brand management, creative content, promotional material and communications as well as multi-channel lead generation with monthly, quarterly and annual targets.</p> <p>To oversee and nurture a small team of marketers and where needed external suppliers to fulfil the above requirements.</p> <p>This role is both strategic and creative and often requires working on a number of tasks simultaneously, requiring both strong organisation skills and multitasking ability to meet deadlines.</p>
Job Type:	Full time – Hybrid (Minimum of two days in-office).
Salary:	£45K - £50K (Depending on experience).
Start date:	July
Key Responsibilities:	<ul style="list-style-type: none"><li>• Manage and optimise HubSpot with lead generation being the primary objective.</li><li>• Oversee and deliver all external communication, promotional material and marketing campaigns including emails, social, eBooks, whitepapers and one-page collateral.</li><li>• Be the lead creative responsible for designing and delivering Internal and External facing documents, videos, and one-off projects.</li><li>• Manage, nurture, and develop the marketing function.</li><li>• Script, Shoot, Edit and Produce Video Content.</li><li>• Source, Brief, manage and deliver occasional projects using external Marketing suppliers.</li><li>• Assist the Sales Team by producing tailored collateral in a responsive manner.</li><li>• Ensure all company data is kept secure, up to date and coordinated across Automation and CRM systems.</li><li>• Create, develop, implement, and maintain the Risc IT website.</li></ul>



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	<ul style="list-style-type: none"> <li>• Create and define creative guidelines, ensuring all staff adhere to them.</li> <li>• Ensure all marketing communication and management of data exists within the guidelines of GDPR.</li> <li>• Ensure the Risc IT brand stays ahead of the industry.</li> <li>• Define and report marketing KPIs on a weekly, monthly, and annual basis.</li> <li>• Ensure all marketing tools are effective and fit for purpose.</li> <li>• Liaise with Microsoft, Redstor and Key suppliers to ensure visibility is maintained within their organisation.</li> <li>• Budgetary planning, negotiation, and management.</li> </ul>
<p>Essential knowledge, skills, and attributes:</p>	<ul style="list-style-type: none"> <li>• Hands-on marketer with a record in commercially focused B2B marketing and lead generation.</li> <li>• HubSpot Certified.</li> <li>• Confident, strategic planner who is effective at presenting concepts, direction, and delivery.</li> <li>• Comfortable in presenting and pitching at board level.</li> <li>• An excellent verbal and written communicator, adept at tailoring content to different target audiences.</li> <li>• IT savvy, with a strong working knowledge of Database management, Marketing Automation and Office Apps preferably with experience with HTML, Adobe Suite, and Video Editing software.</li> <li>• Timely and accurate planning and reporting skills.</li> <li>• Willingness and enthusiasm to learn.</li> <li>• Team player but with the ability to work autonomously.</li> <li>• Ability to work under pressure.</li> <li>• Full UK driving licence.</li> </ul>
<p>Desired knowledge, skills, and attributes</p>	<ul style="list-style-type: none"> <li>• Hubspot Certified.</li> <li>• Working knowledge of Adobe Creative Suite (Photoshop, InDesign, Illustrator and Premiere Pro).</li> <li>• Strong commercial focus, with an analytical and data driven mindset.</li> </ul>
<p>Our Company Values:</p>	<ul style="list-style-type: none"> <li>• Loving what we do. Embracing change. Express enthusiasm and acknowledgement as a manager and team member. Improving your: performance, always striving to do better.</li> <li>• Strong work ethic and moral code.</li> <li>• Respectful, consultative, personalised approach.</li> <li>• Wanting the best for our partners, customers, and each other.</li> <li>• Taking pride in your work and our company.</li> </ul>