

## Marketing Manager

It's with excitement that we are now accepting applications for this key role. This is a newly created Marketing Manager position presenting the opportunity to self-build the role and craft it to make your own.

The ideal candidate will be an experienced manager with excellent people skills and have been involved in the international growth of a high-quality brand.

### Duties of the Marketing Manager

- Development and implementation of the Brand strategy.
- Developing the marketing strategy for associated companies and products which is diverse.
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Working closely with the company's Management Team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations.
- Guiding and supporting the day to day activities of the marketing resources
- Develop and manage digital marketing campaigns.
- Responsible for developing a marketing plan for each company, including development of marketing materials and programs.
- Manage social media presence and direct programs to improve social media reputation and recognition.
- Creating, developing and delivering marketing and communications strategies for the companies.
- Write and optimise online content for the website and social networking accounts such as Facebook and Twitter.
- Continually work on the Search Engine Optimisation for the Websites
- Create online banner adverts and ad management
- Undertake continuous analysis of competitive environment and consumer trends, to be one step ahead of competition and technological advances.
- Financial marketing for investment opportunities

### Requirements of the role

- Bachelors or Masters degree in Marketing
- Professional chartered marketer (CIM).
- Proven track record of success in senior marketing roles.
- Confident, driven and dynamic leader.
- Entrepreneurial mindset with the ability to spot original branding opportunities.