

JOB DESCRIPTION

JUNIOR MARKETING COMMUNICATIONS MANAGER

(ONE YEAR CONTRACT)

The successful candidate will work closely with the wider marketing communications team to develop, deliver and assess digital campaigns and take ownership for ongoing production of quality content such as videos, website copy, case studies and direct mailings. You will have a strong ability to work on your own initiative in order to drive and deliver compelling campaigns that engage B2B audiences and generate new business.

The successful applicant will be based in Poole with flexibility to work from home when necessary, on a full-time basis for a global leader in satellite connectivity, IT and cyber security solutions. The role is initially limited to 1 year as maternity cover.

Responsibilities to include:

Digital Marketing

- Managing all social media channels, including strategic planning, content creation, publishing, maintenance and tracking
- Regularly tracking and presenting traffic and click-through analysis related to our web portals, newsletters, email campaigns, social media channels and online advertising
- Tracking, monitoring and updating Google AdWords and SEO campaigns in coordination with the digital agency
- Conducting regular audits of the corporate website and driving user journeys to identify lead generation opportunities
- Developing, coordinating and reporting on CRM, including lead generation and customer life cycle management

Marketing Communications:

- Planning and supporting effective product launch and portfolio marcoms campaigns
- Creating and maintaining sales kits to be used across the business, including presentations, brochures, infographics, videos, case studies, website content, etc. to articulate the benefits of our products and drive sales
- Delivering commercial content marketing campaigns, coordinating strategy, content creation and design
- Content writing for the core website, intranet, email blasts, newsletters and social media channels in line with marketing strategy and brand guidelines
- Producing internal / Intranet news & stories and developing fresh story ideas
- Providing input to the advertising agency on email and online bookings

Other Miscellaneous Duties:

- Meticulous proof reading of written materials
- Other ad-hoc tasks as required



Minimum Requirements:

- BSc/BA or equivalent in Marketing, Communications or relevant field
- At least 3 years' experience in digital marketing, marketing communications, or editorial work
- Excellent communication, presentation, proofreading and copywriting skills
- Experience with website CMS systems, maintaining and creating web content
- Understanding of SEO techniques and use of Google Analytics
- Knowledge of marketing tools such as Hootsuite, Google Analytics, Dynamics 365 Marketing
- Strong understanding of Microsoft packages, especially PowerPoint
- Ability to present complex technical information in a comprehensive, powerful way
- Confidence in dealing with internal teams and departments or external agencies
- Attention to detail and brand consistency
- Well-organised and able to work independently, as well as within an international team
- Based in, or willing to travel to offices in Wallisdown, Poole, once current working from home directive is lifted

Desirable Experience:

- Extensive knowledge of how to use Dynamics 365 and Marketing Campaign Automation tools to support launch campaigns, track results and maintain a marketing database
- Experience using tools such as Sharepoint, SEO software, Adobe suite, WordPress, Google ads and Google Search Console
- Understanding of editorial standards and brand values

What We Can Offer?

- Competitive salary
- Flexibility to work from home, when needed
- Car park space
- Comprehensive benefits package, including generous pension, and life assurance and health insurance options following the probation period

To apply or find out more, send your CV and cover letter, or any questions to: marketing@marlink.com

Closing Date: Tuesday 20th April 2021