

CAREER OPPORTUNITY

JOB TITLE:

Marketing & Communications Manager



Background

Guided by our shared values, we all take pride in everything we do, working as one team with a shared vision to deliver the highest standards to our customers. We work in a fast moving ever-changing environment, so we are constantly looking at driving improvements to stay ahead of our game. There is a real passion to innovate across the whole Agilitas team, whether that be to improve our internal processes for our colleagues or simply make the customer experience a more pleasurable one! Our core PRIDE values (Passion, Respect, Innovate, Deliver, Embrace) unite the Agilitas team and ensure we remain focused and consistent in everything we do.

About You

You have a first-class pedigree and reputation of managing successful communications/marketing teams. You are a highly motivated, ambitious, self-starter with a passion to innovate and a track record of delivering multi-channel marketing projects. You will have a "can do" attitude and be confident, friendly and proactive in building key relationships with other internal departments, 3rd parties and customers as required. This role is extremely diverse and requires someone who can work with agility and be able to multi-task and prioritise daily as no two days are the same. You are a true team player who wants to be part of a high growth, successful business looking to continue pushing the boundaries by leading from the front of its respective industry.

Essential Experience

- 5+ years' experience managing a high-performance communications/marketing team
- Track record of creating dynamic multi-channel marketing plans
- Demonstrated direct revenue generation from marketing activity
- Excellent copywriting skills (ideally 5+ years from a technical service/product environment)
- Professional marketing qualification is desirable

Responsibilities of the Role

Manage the day-to-day operations of the marketing department

Keep all service values propositions up-to-date and aligned to business needs

Manage and develop data intelligence including competitor analysis and TAM, SAM and SOM market opportunity

Ensuring all CRM data is kept up-to-date to ensure maximum effectiveness of marketing campaigns

Be diligent in managing budgets and look for cost-savings wherever possible

Deliver a cohesive content marketing plan that positions the business as a true thought leader and trusted advisor

Build close working relationships with the sales team to ensure they are equipped with the necessary sales tools to succeed

Manage all third-party partners including PR agency, digital marketing agencies, event companies, telemarketing agency, video production companies, corporate hospitality partners

Responsible for ensuring all website & social media content is up-to-date and relevant to remain aligned to a fast-moving business

Building peer-to-peer relationships with customer and partner comms/marketing/sales teams

Regular travel and overnight business trips will be an integral part of this role

You will be expected to work beyond your normal working hours when projects or business needs dictate

Management of direct reports including setting and monitoring KPIs, personal development and reviews

In Return

As well as being a great place to work with a friendly and helpful team, we offer the following benefits:

- Standard 22 days holiday + bank holidays (increasing to 25 days with service).
- Additional ½ day birthday holiday
- Ability to 'earn' an additional 4 days per annum if you win quarterly awards based on the company PRIDE values.
- Cycle to Work Scheme.
- Death in service (2 x salary).
- Access to Medicash Cash Plan – cash back towards everyday healthcare bills and a wide range of other wellbeing benefits, unlimited access to virtual GP, 24/7 employee assistance programme, retail discount scheme.
- Regular away days and social events.
- Quarterly and annual awards.
- Invitations to award ceremonies and partner events.
- Dress down Fridays.
- On site parking available.

We are based in Nottingham at Glaisdale Parkway which is situated on the west side of Nottingham located approximately 4 miles to West of the City Centre via the A609 and 4 miles from the M1 with convenient access to junctions 25 and 26. The area is very well connected for public transport with numerous bus routes in close vicinity.

