

## CAREER OPPORTUNITY

### JOB TITLE:

**Marketing & Communications Manager**



### Background

Agilitas is the leading global innovator of customer driven IT channel services, passionate about delivering first class IT services on behalf of vendors, IT resellers and managed service providers to extend their service capability and improve customer satisfaction.

Agilitas delivers solutions across workspace, server, storage and networking technologies to channel partners to over 60 countries throughout the world. These services include maintenance services, technical support, professional services and specialist engineering resource.

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! 5 core PRIDE values (Passion, Respect, Innovate, Deliver, Embrace) unite the Agilitas team and ensure we remain focused and consistent in everything we do.

We firmly believe that investing in our people is the greatest investment we can make into the future success of our business and our great employees have played a pivotal role in ensuring our company's growth.

### Job Brief

Due to continued growth, we are looking to recruit a dynamic, driven and creative focused Marketing Communications Manager to support our Chief Marketing Officer as well as lead and manage our marketing team (currently two roles). This is a pivotal role at a very exciting time for Agilitas following our recent SBO and aligned with the continued future growth of our market-leading Agilitas brand.

### About You

You will 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.

You will also be comfortable and confident at leading, supporting and participating in true external marketing activities and events with our senior stakeholders, customers and partners, playing a key role as part of continuing to develop our brand and ultimately creating new marketing initiatives to further develop our brand and build a growing sales pipeline.

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 a leader in their respective field and play a crucial 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 your leadership and implementation of strategic marketing plans and activities
- Excellent copywriting skills (ideally 5+ years from a technical service/product environment)
- Professional marketing qualification is essential

### Responsibilities of the Role

- Lead and manage the day-to-day operations of the marketing department in line with the CMO and company's strategic and operational vision and goals
- 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
- Manage and maximise budgets implementing cost-savings wherever possible
- Supports the development and implementation of 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 – whilst recognising you are a marketer foremost and not a sales person





- Develop and lead on all 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
- Build 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

## Hours

Monday-Friday 9am - 5:30pm

## In Return

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

- 25 days holiday + bank holidays
- 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.
- Salary will depend on experience of the successful candidate

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.

