

Marketing Manager – flexible working

UP TO £40K P.A. PLUS BENEFITS

THE COMPANY

Talking Talent is a niche, award winning global coaching consultancy leading the gender diversity agenda. We work with clients to unlock the potential within their business and make company-wide behaviour shifts that accelerate business performance.

For more than a decade, we've been working with blue chip clients on tailored coaching programmes that help them to retain talented individuals, increase their effectiveness and ensure that the benefit ripples throughout its business.

The Head Office is located between Oxford and Reading with majority of our clients based in London. Talking Talent also works out of the USA with offices in New York and Asia via offices in Hong Kong. There are currently a team of 35 core individuals and a pool of associates. Our clients are mainly FTSE 250 or Fortune 500 organisations from a wide variety of sectors.

We are a dynamic, rapidly growing business looking to expand our team. This position reports to Head of Marketing and there is an option for this role to work flexibly.

This is a unique opportunity to join an entrepreneurial business. See our website: www.talking-talent.com

THE ROLE

To help support Talking Talent's ambitious growth plans, we're looking for a bright, enthusiastic, creative and confident Marketing Manager to join their busy and expanding Marketing team.

The successful candidate will have prior experience in a Marketing Manager position and will work alongside the Head of Marketing to drive and develop B2B marketing programmes ultimately to achieve sales growth – new business, upselling and cross selling.

The individual can expect to be exposed to a diverse range of Marketing channels including digital, events, advertising, market research, campaigns, collateral development, PR and communications. A passion for Talking Talent's business is essential.

Key responsibilities:

- Development and implementation of Marketing communications plans in line with the Marketing Strategy – working in partnership with relevant internal stakeholders to plan activity/content, suggesting innovative new approaches, within a defined budget that supports the business strategy
- Translate and drive Talking Talents ABM Strategy throughout the business
- Manage Talking Talent's brand presence in a digital age, including elements of strategy design, tactical programme development and management, as well as implementation and continual maintenance

- Development and management of Content Marketing plans and collateral.
- Management of ALL event types, including open programmes, ensuring all activities are delivered on time, within budget and are effective, and where highlighted deliver a profit
- Responsible for both nurture led and lead generating campaigns that contribute to the sales pipeline, including upsell and new business opportunities. Emphasis on constant multi-faceted activity to 'keep in touch' with existing, past and potential clients.
- Manage relationships with external agencies, including designers, printers, PR, exhibition houses and organisers, and member associations
- Management and implementation of the PR strategy, working with external agency, as well as being the lead on identifying and managing the entry/submission process for Talking Talent awards and speaker applications
- Responsible for monitoring, analysing and reporting on Marketing effectiveness
- To oversee the Marketing function from an operational standpoint for a fixed 12 months from December
- This role will eventually side-line into a specific focus (Existing clients or New Business) after 12-18 months

SKILLS & EXPERIENCE

- Educated to A-Level or equivalent. Degree in Business or Marketing is preferred.
- At least 5 years previous generalist experience in a B2B marketing environment
- PC literate: MS Office, PowerPoint, Publisher and Excel expertise is a must. HTML and the Adobe Suite expertise is a bonus.
- Strong creative and analytical skills, and ability to project manage, coordinate projects and workload effectively
- Strong administrative skills with great attention to detail and high quality output
- High energy, motivation, drive and enthusiasm to deliver excellent results
- Ability to work independently and as part of a team

THE PACKAGE

- Up to £40K p.a.
- Bonus scheme paid annually
- Pension scheme
- 25 days holiday excluding Bank Holidays
- Flexible working potential

APPLY

Please send your CV and cover letter to careers@talking-talent.com.