Downloaded from <https://www.velvetjobs.com/job-descriptions/marketing-manager-uk>

# Example of Marketing Manager, UK Job Description

Our company is growing rapidly and is looking to fill the role of marketing manager, UK. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing manager, UK

* Working with the internal design, online and developments, and regional marketing teams to produce content and materials which help drive our brand presence
* Cultivate good working relationships with the leadership group to ensure alignment with our core marketing strategies
* Produce compelling emails and manage UK email marketing campaigns to increase recipient engagement
* Working closely with our in-house PR team on press releases, press enquiries and surveys
* Driving our online presence through working closely with our in-house online team on our social media, online content and PPC strategies
* Assisting and advising on various client and candidate events that the recruitment consultants run, including initiating innovative ideas and implementing campaigns
* Involved in setting up strategic partnerships & deals
* The ability to roll-up their sleeves and get involved in conceptualising and delivering on marketing campaigns and creation of presentations for use internally and externally at client meetings
* Attentive to detail, organised and hard working
* Generate C-level leads through professional networking and cold-call techniques and conducting telephone-based or virtual sales meetings

## Qualifications for marketing manager, UK

* Minimum of four years working at executive level
* Excellent attention to detail and content-proofing skills
* Must have experience working with CMS systems, CRMs and marketing automation/email systems
* Knowledge of Google Analytics and PPC is desirable
* Experience managing PR for a corporate company is a plus
* Working for an international company is a plus