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# Example of Marketing Manager, UK Job Description

Our company 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

* Develop and adapt marketing campaigns including content generation
* Working alongside the Aftersales and Sales Manager to identify, create and deliver campaigns to boost Sales Ready Leads
* Build brand recognition and increase visibility of the market
* Team management and development, including coordinating the daily management of the tele lead gen team
* Responsible for the UK digital marketing strategy and execution
* Create content for key PR / Advertising publications
* Manage the creation and delivery of product training programs, materials and special retail events gaining access to incremental opportunities for sales rep interactions
* Monitor, analyze and report on performance of each program and communicate results and plan for improvement
* Market intelligence – become an expert in our buyers and key segments your products/solutions target, the buying processes and cycle
* Acts as the primary marketing liaison into the sales teams within the UK

## Qualifications for marketing manager, UK

* 3-5 years experience developing marketing campaigns for a global digital consumer brand with measurable results
* Experience developing integrated campaigns across digital channels such as email, social, and paid
* Expert at analyzing large sets of data to inform decisions
* Adaptable and can thrive in a fast-paced environment with a high level of ambiguity
* Proven experience in managing and deploying marketing budget in a disciplined and impactful manner
* Will have significant experience in Marketing within a Business to Business environment