

Our innovative and growing company is looking for a marketing manager, UK. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing manager, UK

- Working with industry partners and influencers to create strong relationships that will help inform your content strategy and amplify our reach
- Taking a leadership position internally to evangelise the power of great content, educating and informing team members on what makes for excellent content
- This is an office based role in London
- Team management – Ongoing development of existing staff and new hires, retention of key staff, recruitment, continuity and succession planning
- Campaigns – Provide active support and guidance to ensure the timely delivery of integrated communication plans through all mediums including consumer and trade promotions, literature, presentations, web, sponsorship and conference / client liaison activity
- Proactively maintain quality of marketing database (Marketo) through regular data cleansing and improvement efforts
- Identify new opportunities for marketing and outreach, implementing new campaigns
- Work with the other CMM and HOD to develop an integrated, customer segmented marketing strategy across all channels to include PR
- Outline customer journey for segment and ensure all communications complement the journey
- Using the portfolio marketing strategy, develop show marketing plans and timelines to enable clear implementation by Marketing Operations team

- Air Interface
- Extensive knowledge and understanding of the UK market, emerging global trends and issues in the Enterprise segment
- 7 years in the software market, preferably in ecommerce or retail technology
- Flexible self-starter who is able to adapt to varying schedules of global team
- A marketing degree and/or professional marketing qualification is preferred
- Generalist marketing experience of the full marketing mix with experience of brand management, PR, online, social media, promotions and print