

MARKETING COMMUNICATIONS MANAGER

JOB DESCRIPTION

JOB TITLE: Marketing Communications Manager

COMPANY: Stronghold Global Ltd

1. **Person to whom the job holder is responsible.**

Head of Marketing

2. **Stronghold Global**

We are Stronghold Global, experts in site supplies, safety and workwear clothing and equipment with a passion for keeping workforces comfortable and safe. We are leaders in digital solutions and are investing heavily in the development of our marketing services. We've gone from strength to strength and work with some household names providing site workwear supplies across construction, manufacturing and facilities management sectors. We are now looking for a Marketing Communications Manager to join our team and oversee our marketing communications strategy.

3. **Main purpose of role**

You will implement our marketing communications strategy to generate awareness, engagement, and conversion of our key target customers. Campaigns will target key segments and work with our digital agency to ensure we generate the maximum amount of business through the various digital and traditional channels.

4. **Key tasks and responsibilities**

- Communicate new and existing activities with the Marketing Department and other key stakeholders.
- Own the company brand identity and ensure all communications are consistent, clear and in line with brand guidelines.
- Own the delivery of the communication channel plans to ensure they are delivered on time and to budget and that ROI is optimised.
- Build relations with Sales to ensure Marketing and Sales are working effectively together and deliver content including video and written material.
- Develop, monitor, and report on the Marketing CRM Pipeline for all channels to maximise ROI on digital campaigns with the Digital Marketing Manager.
- Own and develop integrated multi-channel campaigns, ensuring content is targeted to reach a wide and relevant audience.
- Experience with social media advertising and reporting.
- Develop fresh and innovative concepts and content across multiple channels, sharing informative and useful guides where relevant.

5. Requirements for the role

- Bachelor's degree in Marketing or a related field or 2-3-years' relevant experience.
- Excellent communication and writing skills.
- Experience delivering marketing plans.
- Experience delivering multi-channel marketing communications.
- Some digital marketing and CRM experience (preferably HubSpot) to optimise customer experience funnels and landing pages would be helpful.
- Detail oriented.

5. Other Details

- Full-time and permanent (Monday to Friday)
- Working hours: 08:00 – 17:00
- Salary: £26,000 to £35,000 dependent on experience.
- Based in Swindon
- Holidays: 28 days plus Bank Holidays
- Pension: Details on request.
- Flexible working: We are happy to discuss flexible working options.