**Job Title:** Marketing Manager – Specialist

**Location:** Hybrid (with 3 days in phs Caerphilly office)

**Reports To:** Head of Marketing and Digital

**Job Summary:**  
Reporting directly to the Head of Marketing and Digital, the **Marketing Manager for Specialist Businesses** will play a pivotal role in developing and implementing marketing strategies across multiple divisions. This is a hands-on role that involves managing multi-channel campaigns, coordinating communications, overseeing performance analysis, and driving customer engagement.

The successful candidate will work collaboratively with digital marketing specialists, Marketing’s Pardot expert, IT, and Sales teams across the Specialist Divisions to ensure marketing efforts are aligned with business goals. The role will also involve managing a Marketing Executive and providing insights to optimise marketing performance.

**Key Responsibilities:**

**Marketing Strategy Development and Implementation:**

* Create and implement marketing strategies aligned with business objectives across multiple specialist divisions.
* Present marketing plans and strategies to Managing Directors, Sales teams, and internal stakeholders.
* Work closely with IT to optimise Salesforce usage, ensuring data accuracy and marketing automation efficiency.

**Campaign Management:**

* + Deliver multi-channel marketing campaigns across all divisions, ensuring alignment with overall business goals.
  + Review and evaluate campaign progress, providing regular updates to stakeholders.
  + Identify key market sectors for campaigns and work with data analyst for accurate data selection.
  + Work closely with Sales Directors and Sales teams across Specialist Divisions to ensure successful campaign execution and lead follow-up.
  + Monitor, analyse, and report on campaign performance across all specialist divisions, providing actionable insights.
  + Oversee the social media strategy for all specialist businesses, ensuring consistent and engaging content.

**Content and Communication:**

* + Manage public relations efforts to enhance brand visibility and reputation across all specialist divisions.
  + Develop and maintain compelling case studies that showcase the unique value and success stories of each division.
  + Work with copywriters and creative teams to produce compelling marketing materials, including brochures, case studies, blogs, and videos.
  + Ensure all internal and external communications reflect the unique value propositions of each specialist division.

**Cross-Functional Collaboration:**

* Work closely with IT and Sales teams to ensure Salesforce is optimised for lead management, reporting, and CRM integration.
* Collaborate with the Pardot team to refine lead scoring models and automated customer journeys.
* Maintain regular communication with Sales teams across Specialist Divisions to understand customer needs and align marketing strategies.
* Engage with senior stakeholders across the business to ensure marketing initiatives support commercial priorities.

**Budget Management:**

* + Manage marketing budgets across multiple divisions, ensuring cost-effective use of resources.
  + Track campaign ROI, ensuring budget is spent effectively on high-performing initiatives.

**Leadership and Team Management:**

* + Lead and manage a Marketing Executive, providing guidance, mentorship, and development opportunities.

**Performance Monitoring and Reporting:**

* Work closely with the digital marketing and IT teams to deliver detailed performance reports.
* Identify opportunities for campaign optimisation, ensuring continuous improvements in marketing effectiveness.
* Provide regular reports to senior stakeholders on lead generation, sales impact, and overall marketing performance.

**Measures of Success:**

* **Lead Generation:** Increase in marketing-generated qualified leads, tracked through Salesforce and marketing automation platforms.
* **Campaign ROI:** Improved performance and efficiency of marketing campaigns, measured by conversion rates and cost per acquisition.
* **Customer Retention & Growth:** Increase in customer retention rates and expansion of existing accounts through targeted marketing strategies.
* **Brand Visibility:** Measurable uplift in brand awareness, social media engagement, and PR coverage.
* **Budget Efficiency:** Effective use of marketing budgets, ensuring cost control and maximised ROI.
* **Sales Support Impact:** Increased alignment between marketing and sales teams, leading to enhanced lead nurturing and conversion rates.
* **Team Development:** Growth and performance of the Specialist Marketing Executive.
* **Stakeholder Satisfaction:** Positive feedback from internal stakeholders on the effectiveness and impact of marketing initiatives.

**Key Skills/Experience/Qualifications**

* Proven experience in developing and implementing marketing strategies within a B2B environment.
* Familiarity with specialist industries, such as facilities management, interior design, or workwear, is desirable.
* Strong project management skills with the ability to manage multiple campaigns simultaneously.
* Analytical mindset with experience in performance monitoring, analysis, and reporting.
* Excellent communication and presentation skills to engage with internal teams and senior stakeholders.
* Experience managing budgets and ensuring cost-effective resource allocation.
* Leadership experience.
* Degree in Marketing, Business, or a related field.
* Minimum 5 years of experience in a marketing role, including at least 2 years in a managerial position.
* Proficiency in marketing tools and platforms, such as Salesforce and Pardot is advantageous.

***phs Specialist Businesses include:***

* *phs Compliance*
* *phs Besafe*
* *phs Wastekit*
* *phs Besafe*
* *phs Teacrate*