



Document: Agency Marketing Manager

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We're a fast growing and innovative digital agency looking for a Marketing Manager to report directly to our MD. The Marketing Manager will work to create, support and manage the overall marketing strategy of the agency, with the ultimate goal of increasing the impact and reach of our brand, generating more leads and helping the agency to win more work.

We're looking for an ambitious and growth focused marketer who is able to think strategically across creative and data-driven marketing, but also be hands on with some elements of execution.

Responsibilities will include:

- Managing the agency's overall marketing strategy, including OmniBI & Wonderful Foundation
- Writing and maintaining strong case studies
- Developing & managing the marketing strategy for the Wonderful People Podcast
- Managing our content strategy and calendar
- Organising agency hosted & sponsored events
- Spearheading entries in industry award events
- Sourcing and managing speaking opportunities for the team
- Supporting the MD with new business, by helping to prepare pitch presentations and marketing material
- Maximising the agency's online social media presence
- Building and maintaining a permission-based list of prospects and influencers and sending appropriate e-mailings (newsletters, in-house events, partner events)

Requirements:

- Excellent written and verbal communication skills
- Degree (or equivalent level) in marketing or similar
- Ability to think strategically and analytically, whilst able to be hands on with execution
- Highly-organised
- Keen to learn and grow quickly
- Experience in managing agency marketing activities

Bonus (but not required):

Experience working in the B2B digital marketing/technology sector with knowledge of digital solutions, design and technology would be highly advantageous. Experience of inbound marketing methodologies and marketing automation tools such as HubSpot would also be a bonus.

Some nice things:

- 23 days holiday
- A strong focus on career progression
- Ability to work independently, but with the support of a great team
- A shiny new MacBook
- Hybrid working
- Company pension
- Quarterly team events
- Wonderful Wednesdays

The salary range is competitive and dependent upon experience. Plus discretionary annual bonus.