

JOB DESCRIPTION

JOB TITLE: Marketing Manager

EMPLOYEE:

REPORTS TO: CEO

HOURS OF WORK: Part time – up to 20 hours per week – flexible.

DATED: January 2019

POSITION SUMMARY

A key strategic role responsible for:-

- the development and execution of the firm’s marketing strategy and plan
- developing, implementing and maintaining a social media presence for the firm
- event management
- lead generation and pre-qualification
- internal and external brand development
- marketing campaigns
- developing marketing collateral

Key Responsibilities	Tasks	KPIs (to be agreed)
Marketing strategy, plan and budget	<ul style="list-style-type: none"> ➤ Development of marketing strategy and budget in line with the firm’s strategic priorities. ➤ Overseeing the execution of the firm’s marketing strategy. ➤ Ensuring 90 day marketing action plan is created and executed every quarter. 	
Social Media	<ul style="list-style-type: none"> ➤ Development, implementation and maintaining of social media strategy. ➤ Overall responsibility for website. 	
Event management	<ul style="list-style-type: none"> ➤ Identify appropriate events in conjunction with the team. ➤ Appropriate promotion and co-ordination of hosted events. ➤ Assess effectiveness of the event against expectations. 	
Lead generation and pre-qualification	<ul style="list-style-type: none"> ➤ Develop and execute a lead generation plan that generates leads for the sales team via various marketing channels. ➤ Ensuring client marketing information is captured in client database and accurate. 	

Internal and external brand development	<ul style="list-style-type: none"> ➤ Overall responsibility for brand management and corporate identity. ➤ Review all external mass communications prior to release. ➤ Release of regular client newsletters. ➤ Develop and maintain all written promotional material for the firm. ➤ Marketing templates are developed and maintained. 	
Marketing campaigns	<ul style="list-style-type: none"> ➤ Ensuring effective communication to prospective clients, clients, referrers and our team. ➤ Planning and implementing marketing campaigns. ➤ Preparing online and print marketing campaigns. ➤ Liaising with other departments as required. ➤ Monitor and report on effectiveness of marketing communications and campaigns. ➤ Arrange client satisfaction surveys as appropriate. ➤ Develop strategy to address issues and opportunities identified by the client satisfaction survey. 	
Developing marketing collateral	<ul style="list-style-type: none"> ➤ Create a wide range of different marketing materials for use by the team. 	
General	<ul style="list-style-type: none"> ➤ Develop external networks and referral relationships. ➤ Maintaining a profile in the community promoting McIntyre Dick. ➤ Any other duties as may reasonably be required of you. 	

Qualifications, Experience and Competencies	
Qualifications & Experience	<ul style="list-style-type: none"> ➤ Strong interest in development and future growth of the business. ➤ Qualifications/experience in the development and implementation of marketing strategies. ➤ Qualifications/experience in the use of social media in the business environment for marketing purposes. ➤ Previous experience in lead generation.

	<ul style="list-style-type: none"> ➤ Proven experience with office software such as Microsoft office. ➤ Experience in managing websites, email, direct mail and/or other media campaigns. ➤ Experience in organising and co-ordinating events. ➤ Knowledge of general administration processes.
Core competencies	<ul style="list-style-type: none"> ➤ Strategic thinker. ➤ Analytical and problem solving skills. ➤ Strong organisational skills and attention to detail. ➤ Strong verbal, listening and writing skills. ➤ Initiative. ➤ A high level of computer literacy. ➤ Confident to develop rapport with clients, team and referrers. ➤ Able to work well in a team and independently. ➤ Management skills.
What McIntyre Dick expects from you	<ul style="list-style-type: none"> ➤ Able to manage workload, establish priorities. ➤ Meet KPI's as agreed and set. ➤ Communicate clearly and in a timely manner with clients and team members.
What McIntyre Dick wants from you	<ul style="list-style-type: none"> ➤ Able to relate to clients, team and referrers. ➤ Proactive in managing your team/suppliers. ➤ Be an effective delegator –assign jobs and follow up when required. ➤ Good at identifying opportunities for additional services.
Personal attributes	<ul style="list-style-type: none"> ➤ Able to work under pressure. ➤ Ability to meet deadlines. ➤ Flexibility. ➤ Excellent time management skills. ➤ Excellent communication and interpersonal skills. ➤ Being part of a team. ➤ Work in a focused manner and with attention to detail. ➤ Displays each of the following attributes – excellent work ethic, dedication/punctual/initiative/personality/pro-active/attention to detail/organised/professional.
Demonstrates McIntyre Dick core values	<ul style="list-style-type: none"> ➤ Vibrant – fun, energetic, passionate and that little something extra. ➤ People focused – care for each other at work and at home. ➤ Driven – by who we are, what we do and how we do it.