

Current vacancy: **Marketing Manager**

Location: **Remote**

Salary: **£40,000 – £45,000 per year + bonus**

Job type: **Permanent/ Full time**

About Liaison Group

We are a well-established and trusted health economy partner, saving millions for reinvestment in health and social care through our Workforce, Financial and Care businesses.

We are dedicated to improving the health economy through expert advisors, established technology and best practice process improvement. Our work has also been recognised with numerous HR and Finance industry awards.

At Liaison Group, we are proud to be early adopters of workplace innovation. We have embraced recent changes and have permanently transitioned our workforce to a fully remote operating model. We now have over 250 employees based across the length and breadth of the UK, enjoying the flexibility of working from home.

Our Vision - To change the global health economy.

Our Values - Our values are to **work with Care and Honesty, to Inspire and Guide** our colleagues and clients:

Care- We are proud to help the health economy save money. We care about people.

Honesty- We operate with the integrity and are honest with ourselves, our colleagues and our clients.

Inspire -We are at the forefront of health economy innovation.

Guide -We provide guidance to ensure that clients can make the most of every savings opportunity.

The Team

The team consists of a small group of specialist marketers, to include a Chief Marketing Officer, Marketing Manager, Communications Manager, Events Manager, Senior Marketing Executive, Marketing/ Events Admin & Senior Social Media Executive.

The Marketing team are working from home in different areas across the country. The team meet regularly (virtually & in person) to plan and review marketing activity across the Group, they are friendly with a strong drive for results.

The Role

As the Marketing Manager, you will work closely with the central Marketing team across all three business areas to develop and execute an integrated marketing strategy.

The marketing activity will include demand generation for new business as well as extending services within existing customers, to increase pipeline, accelerate revenue creation and positively promote the brand.

Your specific role will involve managing the delivery of the relevant Liaison business marketing plan; leading on account-based marketing and marketing automation. You will measure and report on results and ROI of all marketing activity to inform the business and shape future activity.

The Individual

We are looking for an experienced B2B Marketer who can develop and deliver integrated marketing plans for Liaison's products and services. To be successful you will need to be well-versed in marketing automation or account-based marketing who has experience in delivering high-quality multi-channel marketing. You also will need to be competent in managing and monitoring campaigns including reporting on ROI.

You will work closely with key stakeholders in the business, therefore, it is important that you have excellent communication skills, particularly as you will be expected to represent Liaison at operational board meetings.

It would be beneficial to us if you had a professional services or healthcare marketing background.

The Benefits

We believe that working life should be a happy and healthy one, with the opportunities available that you need for continuous development.

We offer our staff a wide variety of company benefits as well as the chance to get involved in a range of company organised events – from physical challenges to bi-annual staff away days, and social events. This has included virtual events throughout 2020.

Our benefits aim to promote a healthy work/life balance, supporting not only your career, but also your home and family life.

We offer:

- Training opportunities to progress your career
- Excellent compensation package, including growing holiday entitlement, contributory pension and private healthcare, amongst other benefits
- Wellbeing programmes to provide ongoing support and assistance
- The opportunity to work in a supportive and ambitious team, working to support and assist the NHS

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How to apply

If this sounds like the right fit and you want to work for an award-winning, market-leading company then please send your CV and Covering Letter to jobs@liaisongroup.com

Liaison Group is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment regardless of race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. We pride ourselves on being a place where we can all be ourselves and succeed on merit.

Liaison Group are proud to be part of the Good Recruitment Campaign, and official signatories for the Good Recruitment Charter.

Thank you for your interest in joining Liaison Group.

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