

Job Description

Job Element	
Job title:	Marketing Manager
Department:	Marketing
Reports to:	Mike Egerton – CMO
Location:	Remote Based
Permanent, FTC or temporary:	Permanent
Full or part time:	Full Time
Job summary:	<p>As the Marketing Manager, you will work closely with both the central Marketing team and with the Workforce, Financial and Care teams to develop and execute an integrated marketing strategy.</p> <p>The marketing activity will include demand generation for new business as well extending services within existing customers, to increase pipeline and accelerate revenue creation, as well as positively promoting the brand.</p> <p>Your specific role will involve managing the delivery of the relevant Liaison business marketing plan; leading on account-based marketing, marketing automation and on the measuring and reporting on results and ROI of all marketing activity to inform the business and shape future activity.</p>
Principal tasks and activities:	<ul style="list-style-type: none"> • Develop and deliver integrated marketing plans for new products and services. • Work closely with Liaison Group marketing colleagues to drive an integrated approach to marketing across all channels. • Clearly understand the Liaison business value propositions and develop messaging and positioning to communicate that value to customers and prospects.

	<ul style="list-style-type: none"> • Day to day management of the execution of the business marketing plan to ensure projects delivered and measured. • Work with the marketing team to develop inbound marketing activities tailored for personalised audience profiles and personas. • Generate new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content campaigns. • Work closely with product managers to create compelling product collateral, web and social content and sales tooling. • Monitor, manage, and optimise campaigns to grow ROI, using analytics suites to report on the effectiveness of our marketing campaigns. • Prepare the ROI reporting on all business marketing activity (including events) as part of weekly and monthly reporting and make recommendations to optimise and improve activities. • Identifying opportunities for new product and service development • Representing the Liaison Group Marketing team at internal meetings, revenue days, operational board meetings and commercial meetings.
<p>Experience</p>	<p>Essential</p> <ul style="list-style-type: none"> • B2B marketing experience • Experience in marketing automation or account-based marketing • Marketing ROI reporting and measurement experience • Experience delivering high-quality multi-channel marketing <p>Desirable</p> <ul style="list-style-type: none"> • Workforce management or professional services marketing experience • Healthcare marketing background
<p>Skills & competencies</p>	<ul style="list-style-type: none"> • Excellent written English skills • Good proficiency with marketing automation platforms and Excel • Analytical skills for ROI reporting and campaign measurement • Highly organised and pragmatic with strong attention to detail • Excellent influencing skills to be credible and to be able to challenge • Proactive self-starter, able to work effectively as part of a team • Ability to build strong relationships with internal and external stakeholders • Strong project management skills including reporting on KPIs



Qualifications & training	<ul style="list-style-type: none"> • Degree or equivalent • Chartered Institute of Marketing qualifications
Environmental considerations e.g. use of a car	<ul style="list-style-type: none"> • Car driver; ability and willingness to travel within the UK
Behaviours in line with company values	<p>Must demonstrate core Liaison Group Values: Care, Honesty, Inspire and Guide.</p> <p>Behaviours include: Be present, choose your attitude, make someone's day, Have fun!</p>
Key Performance Indicators	<ul style="list-style-type: none"> • Delivery of monthly reports to measure campaign effectiveness, ROI and departmental KPIs • Day to day management of the relevant business marketing plan to ensure all activities completed, measured and reported on • Delivery of marketing qualified leads to support business growth targets
Miscellaneous:	<p>In addition, the postholder will be expected to:</p> <ul style="list-style-type: none"> • Undertake training and development deemed necessary for the pursuance of the post. • Ensure that Health & Safety is observed in the course of employment. • Comply with the contract of employment and company policies and procedures. • Comply with any reasonable requests which may be communicated by the company from time to time <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p> <p>The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>

