

Marketing and Communications Manager, £22k – £28k dependent on experience, plus bonuses

We are looking for a local full time or part time (may suit a back to work parent with school-children) marketing and communications professional. Based at our Farnham office, you will be working closely with the directors of this small but highly experienced and successful team.

You will be self-motivated and be able to demonstrate a strong sense of ownership. Ability to work across different teams, influencing other team members as required

- Work closely with Commercial Director
- Arrange seminars for blue chip clients
- Content management, both online and offline
- Manage online marketing campaigns
- Google analytics
- Ownership of the CRM data
- SEO – strong understanding of SEO best practices

Experience

- Minimum of 3 years experience in B2B marketing

Skill Sets

Functional Skills

- Organise and follow up workshops / marketing events
- Create, develop and manage content for company's web presence
- Liaise with website provider
- Manage data sheets, whitepapers, websites, case studies, newsletters
- Experience with popular content management systems (wordpress)
- Microsoft PowerPoint to intermediate standard; advanced would be good.

Domain Knowledge

- Social Media, SEO
- Green sector / low carbon sector experience an advantage

Additional Criteria:

- Excellent communication skills – both written and oral
- Passion for organisation, creativity, design and writing

Personality:

- Positive outlook, and a clear focus on high quality and business profit.
- Mature, credible, and comfortable in dealing with senior management executives, able to get along with others and be a team player.
- Reliable, determined & empathic communicator
- Keen for new learning experiences, responsibility and accountability
- Enthusiastic, can do attitude.

Responsibilities

1. Support commercial director activities
2. Help to create and follow up workshops, mostly in central London.
3. Create, develop and manage content for company's web presence
4. Develop and maintain multiple lead generation campaigns/activities including pay-per-click advertising, search engine optimization, and email campaigns
5. Manage web analytics to identify opportunities and increase website efficiencies by measuring visits, page views, search engine positions and funnel analysis
6. Own and oversee off site search engine marketing activities like article distributions, directory listings, link building, press release, newsletter and relevant social media marketing like Wikipedia, blogs, Facebook, LinkedIn, forums and Twitter.
7. Landing page optimization
8. Co-ordinate with design and web development team to develop marketing collaterals
9. Develop and execute traditional and innovative online marketing programs (webinars, webcasts, viral marketing, quick product demos etc.)
10. Analyze and report on campaign performance and provide recommendations for improvement
11. Profile leads and obtain contact details for the right person of contact to be taken forward by sales team
12. Research and evaluate competitor's paid search marketing efforts and identify new opportunities

Please send CV and covering letter to info@carboncredentials.com