

## JOB DESCRIPTION

**JOB TITLE:** Marketing Manager  
**REPORTS TO:** Business Development Director  
**HOURS:** Full time (37.5 hours)  
**LOCATION:** Warmley, Bristol (BS30 8TY)

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### Role Summary:

Reporting to the Business Development Director and the company's board of directors, the Marketing Manager will develop, implement and control the company's marketing plan within budget to assist the organisation's continued business growth.

The core function of the marketing strategy is to increase brand awareness and run a successful lead generation function through appropriate marketing channels, driving up web traffic and increasing brand impact.

### Responsibilities:

- Develop, implement and oversee the marketing strategy for the company (with department heads)
- Develop and implement marketing campaigns to promote the company's products and services
- Control the company's brand to create awareness within multiple sectors
- Oversee and management of external agencies when required to support the delivery of the strategy
- Responsible for planning and controlling the marketing budget that drives significant return on investment
- Development and implement an internal and external communication strategy
- Review and manage all aspects of the marketing mix to ensure the company remains at the forefront of the industry. Including Website Development, SEO, PPC, Design & Print, Video, Corporate Entertainment and other channels
- Conduct in-depth analysis into target industries and competitor analysis to explore opportunities

- Analyse potential strategic partner relationships (OEMs)
- Build customer advocacy through the implementation of marketing campaigns
- Submit progress reports and ensure relevant marketing reporting data is accurate
- Line manage a small marketing team

#### **Relationships and Roles:**

- Chair Marketing team meets (including department heads)
- Communicate, drive execution, foster innovation, focus on delivery to customers, collaborate with others, and solve problems creatively
- Proactively establish and maintain effective working team relationships with all company departments. Briefings and Presentations.

#### **Job Specifications:**

- University Degree ideally with a focus in Marketing
- Minimum of 5 years in a B2B marketing environment
- A good understanding of the 'Generator' or similar industrial product marketplace
- A proven track record of leading, managing and developing a team to deliver upon a strategy
- Strong written and verbal communication skills
- Strong understanding of current online marketing concepts, strategy and best practice
- Organisational skills and enthusiasm
- Ability to communicate, network, and influence effectively across all levels
- High proficiency in Adobe Suite and MS Office

Please note: We carry out DBS checks on our workforce due to the nature of our work and any offer is dependent on satisfactory references being obtained.

**Benefits:** 23 days holiday plus bank holidays, company pension scheme, private medical and life assurance schemes.

To apply email your CV and covering letter to: [hr@powerelectrics.com](mailto:hr@powerelectrics.com) or post to HR, Power Electrics (Bristol) Ltd, St Ivel Way, Warmley, Bristol BS30 8TY.

**Closing Date: 10/07/2020**

If you do not hear from us within 10 days of the closing date, then your application has not been successful on this occasion.