

Job Description – Marketing Manager	
Position Title:	Marketing Manager
Company Background:	<p>ABEC is a Building and Energy Management System Specialist. Our Product / Service Lines are;</p> <ul style="list-style-type: none"> • New Build BMS & PMS Projects (Contracting). • BMS & PMS Maintenance and Remote Services and Monitoring. • Special Projects in existing buildings (FM's and End Users) • Energy Contracts and Projects • Smart Buildings (Analytics & IoT) <p>This is a fast-growing company operating in The UK & Ireland and Europe with exciting growth and expansion plans. The main offices are in Tewkesbury and Wokingham with most of the workforce being mobile or remote.</p>
Purpose of the Role	<p>The company has achieved substantial growth without a marketing plan and now wishes to create and execute an effective marketing strategy. This is a great opportunity for someone who welcomes a fast paced and exciting environment in a growing business.</p> <p>The ideal candidate for this role has substantial experience and an appetite to work in both a strategic and hands on capacity. The role will also be supported by a Sales & Marketing Co-Ordinator and a Social Media Manager. The role will form an integral part of the senior leadership team within the business. Ultimately the aim of the role is to generate substantial quality contacts, accounts and opportunity leads for the Sales Department to process.</p>
Division/Department:	Marketing
Location:	Wokingham
Reports to:	TBA
Title:	Managing Director
Type of position (FT, PT, apprentice etc):	Full time
Hours of work:	Core hours are 8.45 am – 5.15 pm, Monday – Friday (Full Time)
<u>Duties and responsibilities in this position are:</u>	
<ol style="list-style-type: none"> 1. Design and implement a strategic Marketing Plan in co-operation with the management in line with company goals. (remove the highlighted part) 2. Work with the company Sales Director and Sales team by providing marketing support as required in line with the company go to market strategy. 3. Be responsible for delivering the Marketing Plan and defining tactics. 4. Be responsible for managing the Marketing Budget. 	

5. Create and refine and document the processes associated with the Marketing Plan.
6. Initiate and manage the modification to the CRM (Salesforce) to incorporate the marketing processes where applicable.
7. Manage the Marketing Team (This is initially 1 full time Sales and Marketing Co-Ordinator and 1 part time Social Media Manager). Administrative support provided by the Sales and Marketing Co-Cordinator
8. Be responsible for the creation of both external and internal marketing material.
9. Be responsible for press releases, case studies and press features.
10. Ensure ABEC exhibits at multiple exhibitions, events and trade shows.
11. Research, identify and ensure ABEC are nominated for multiple industry and business awards.
12. Be responsible for the creation of Corporate Video's and animations.
13. Design, create and deliver regular marketing campaigns.
14. Be responsible for internal events such as Summer and Christmas Parties and an Annual Golf Day.
15. Be responsible for ABEC's Social Media presence and campaigns.
16. Be responsible for both internal and external monthly newsletters and blogs.
17. Liaise with and manage external agencies, companies and marketing professionals where required.
18. Updating the company website and liaise with external agencies to increase SEO.
19. Complete and issue a monthly marketing report against the marketing plan.
20. Define and implement a new Customer Survey system and process and incorporate a Net Promoter Score value. What does NPS mean?

Results required for this position:

1. Demonstrate minimum 4 press releases per year.
2. Demonstrate minimum 12 case studies per year.
3. Demonstrate minimum 8 Press Features per year.
4. Arrange minimum 4 Exhibitions per year (including specific client supplier events)
5. Ensure we post minimum 150 LinkedIn Posts per year.
6. Increase social media followers by X number per year.
7. Arrange minimum 4 award entries per year.
8. Generate X No Quality Leads in a 12 month period.
9. Generate X No Converted Leads (Lead becomes an Opportunity for Sales to process)
10. Ensure all customers are surveyed at least twice per year.

Standards required for this position:

1. I will always demonstrate the ABEC Core Values.
2. I will continually strive to achieve my objectives.
3. I will always be a strong advocate for ABEC.
4. I will adhere to the highest standards of ethical and professional behavior.
5. I will role model and adhere to the policies and procedures I create for the business.

Knowledge, skills and abilities needed for this position:

1. Bachelor's Degree in Marketing or Business
2. Highly motivated and organized.
3. Able to work as part of a team or alone.
4. Excellent written & verbal communication skills.
5. Excellent copywriting skills.
6. Strong organizational skills and able to multitask.
7. A good leader
8. A metrics driven marketing mind
9. An eye for creativity.

10. Ability to work under strict deadlines

11. Good IT Skills.

Experience which is needed for this position:

1. Experience as a Marketing Manager.
2. Experience in managing and leading a team.
3. Experience in defining Marketing Strategy.
4. Experience in executing a Marketing Strategy (hands on).
5. Experience with CRM systems. Preferably Salesforce.

Other/special requirements for this position: