

Job Title: Marketing Manager

Department: Marketing

Reports To: Head of Branch / Branch Manager

Effective Date: 1st August 2023

Job Summary:

The Marketing Manager will be responsible for developing and implementing strategic marketing plans to drive brand awareness and generate leads. This role will involve overseeing marketing campaigns, managing digital marketing channels, conducting market research, and collaborating with cross-functional teams to achieve marketing goals.

Responsibilities:

1. Develop and execute comprehensive marketing strategies and campaigns to support business objectives.
2. Manage and optimize digital marketing channels, including website, social media, email marketing, and online advertising.
3. Conduct market research and competitor analysis to identify market trends, customer preferences, and opportunities for growth.
4. Create compelling content for marketing collateral, website, blogs, and social media platforms.
5. Monitor and analyze marketing metrics to measure the effectiveness of campaigns and make data-driven recommendations for improvement.
6. Collaborate with internal teams, such as sales, product development, and creative, to ensure consistent messaging and brand positioning.
7. Stay updated with industry trends, emerging technologies, and marketing best practices.

Qualifications:

1. Bachelor's degree in Marketing, Business Administration, or a related field.
2. Proven experience in marketing management, preferably in the [specific industry].

3. Strong knowledge of digital marketing channels, including SEO, SEM, social media, and email marketing.
4. Proficient in using marketing tools and software, such as Google Analytics, CRM systems, and marketing automation platforms.
5. Excellent written and verbal communication skills.
6. Strong analytical and problem-solving abilities.
7. Ability to work independently and manage multiple projects simultaneously.
8. Strong leadership and team management skills.
9. Reporting Structure:
10. The Marketing Manager will report to the Director of Marketing and will collaborate with the Sales Manager and Creative Director.

Compensation and Benefits:

Competitive salary commensurate with experience. The benefits package includes health insurance, a retirement plan, and vacation leave.