

Marketing Campaign Manager – Events and Content

Location: Hybrid

Hours of work: 37.5 hours per week

Reports to: Head of Marketing

A bit about us

We started up over 30 years ago, with the aim to make the lives of Manufacturers and Distributors easier and our aim has remained steadfast ever since. We like to think we have come this far because our customers know we want to help them - in the best way possible.

Microsoft Dynamics 365 is our tool of choice to help our customers achieve their business goals and we help our customers succeed because we believe in leading with business objectives, not technology. We take the time to develop an understanding of each customer's business while encouraging and educating them about best-practice processes.

We are a Great Place to Work® Excellence in Winner (over numerous years) and by having the right team in place (with the relevant skills and experience) as well as enjoying what they do and where they work, means we can deliver the projects that make a real difference to our customers.

Our obsession has always been to use technology to make our clients' businesses more efficient, and our people are critical to us in achieving this goal. With our people as our most valuable asset, our involvement in Great Place to Work® means we can continuously benchmark and improve our peoples' experiences to build and sustain great customer experiences.

Overall Responsibilities

As a Marketing Campaign Manager (Events and Content) you will join our team and will work closely with our inhouse Design & Website Manager, Video Producer, Telemarketers and other members of the Marketing team to work on a range of tasks from writing blogs, eBooks, emails, video scripts and other marketing content to organising major events and targeted webinars. You will then bring this all together in a fully integrated campaign to create new sales opportunities and customers.

Main Areas of Responsibility

- Planning and organising integrated marketing campaigns to drive lead generation and customer retention - across email, events, video, web content, blogs, eBooks, infographics and social media
- Organising exhibitions and Tecman's own events, including 2 day, in-person events for 150 delegates to online events for 5-10 attendees.
- Writing and editing compelling creative content for all of the above activities to drive traffic, engagement and leads

- Working closely with the internal Design & Website Manager and Video Producer to create the above content (as needed) Consistently updating the website, and working with our SEO Manager on plans to increase traffic and visibility
- Providing regular reporting on the progress of campaigns, content creation and lead generation results
- Supporting the rest of the marketing, sales and management team as and when required

The Person

You will be someone who is passionate about utilising their creative skills to write excellent content, enjoys working in a fast-paced team and gets great satisfaction from seeing the results of their campaigns deliver new customers and business growth!

Experience

- A minimum of 3+ years of marketing campaign management, event management & copywriting experience
- Experience of using a range of marketing software - including email marketing, CRM software and CMS software. The company uses Dynamics 365 Sales and Customer Insights (previously Dynamics CRM)
- Experience of either manufacturing/distribution and/or business software would be an advantage.

Communication

- Ability to work effectively in a team environment.
- Exceptional customer service, communication and interpersonal skills, both written and verbal.
- Confident, trustworthy and reliable personality to enable you to voice your opinion

Skills

- Clear focus on determining and achieving campaign objectives Experience of either manufacturing/distribution and/or business software would be an advantage.
- Excellent organisational skills with ability to multi-task and self-manage like a champ.
- Attention to detail is a must – often in a fast-changing environment!
- Ability to quickly learn new technologies and explain these to customers

What we offer:

- A competitive salary depending upon experience
- Competitive annual leave that includes an entitlement to an extra day's holiday for each calendar six-month period completed with no sick leave.
- Access to our Employee Assistance Programme – offering a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues.
- Pension scheme: eligible to join the company pension scheme 3 months after your start date with matched contributions up to 3%.
- Death in Service: you will be enrolled in our Company Death in Service Scheme (unless you wish to opt out) – the cover is for 4 times your salary.
- Private Health Insurance – you are able to join our Company Health Scheme upon commencement of employment
- A friendly and collaborative work culture, with regular social events
- A chance to work with some of the most talented and innovative people in the industry
- A continuous learning and development program, with opportunities to grow your skills and career

Diversity and Inclusion

Tecman is committed to promoting equality of opportunity for all employees and job applicants. We aim to create a working environment in which all individuals can make the best use of their skills and can express and develop their potential, from the moment they are hired and throughout their career, by offering a diverse and inclusive community that respects individuals and enables them to strive for success in order to contribute positively to the business, free from discrimination or harassment.

We are passionate about our employee's development, and we value potential and a growth mindset as much as experience and expertise and we therefore encourage you to apply, even if you feel you don't meet all of the requirements of the role as mentorship, coaching, development and support will be provided.

You must have the legal right to live and work in the United Kingdom