

Marketing Manager – ERP Manufacturing and Distribution

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 Manager (ERP Manufacturing and Distribution) 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 support the Company's growth plans and drive opportunity.

Main Areas of Responsibility

- Develop and deliver imaginative direct marketing campaigns that drive opportunity generation and/or customer retention
- In conjunction with other members of the team you will develop and deliver content to drive inbound marketing
- Support the development of marketing plans for the individual industry verticals and product areas and ensure their timely execution
- Work closely with the Head of Marketing and Sales Director to develop new growth opportunities
- Providing regular reporting on the progress of campaigns, content creation and demand generation results
- Supporting the rest of the marketing, sales and management team as and when required

The Person

You will be someone who enjoys working in a fast-paced team, with a passion for creating content with the ability to take product features and turn them into business benefits.

Experience

- A minimum of 4+ years of marketing ERP solutions to the manufacturing and distribution industry, working closely with sales and product teams
- Experience of delivering results via the full marketing mix from emails to events, videos, collateral, case studies, social media, market research & web content.
- Experience of using a variety of marketing software such as email marketing, CRM and CMS software. The company uses Dynamics 365 Sales and Dynamics 365 Customer Insights (previously Dynamics CRM)

Communication

- Ability to work effectively in a team environment.
- Confident, trustworthy and reliable personality to enable you to voice your opinion
- Strong written and verbal communications – with demonstrable experience of writing tantalising copy on B2B subjects.

Skills

- You will be able to take a step back when needed and challenge the wider sales and marketing team when required
- Excellent organisational skills with ability to multi-task and self-manage
- 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