
Job description

Marketing Manager



20th December 2021

twentyeightb (28B Ltd)

Centenary House
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Huntingdon
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Company number: 07372086
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Marketing Manager

Full-time, 37.5 hours per week

Role overview

Working with both the Head of Operations and Founder, the Marketing Manager is responsible for making our marketing strategy come to life. In this varied role, you will utilise your strong communication and organisational skills to maintain strategic brand communications across a number of channels, but with a particular focus on events such as webinars, round tables, partner days/ dinners and ultimately a summit for industry leaders.

On a daily basis, you will be nurturing our audiences on social media and client email databases by collaborating with our talented team on the creation of thought leadership content to leverage across a number of channels. You'll keep the website up to date and protect our brand identity and integrity at all times.

Main responsibilities

- > Work alongside the Head of Operations to develop and implement the 28b marketing strategy
- > Manage the 28b events calendar - taking responsibility for organising and running a series of digital and in-person events
- > Own the communication of the brand with its customers and followers through email marketing and social media
- > Work on sponsorship and CSR initiatives, alongside other brand building activity that helps to attract people to want to work at twentyeightb
- > Contribute written content to the website and third party publications where applicable, including developing long-form content with industry partners
- > Write award entries and material for partners and events
- > Be the brand guardian and take responsibility for the performance and consistency of the company website
- > Cultivate valuable partnerships with relevant industry contacts and identify areas for collaboration on marketing initiatives

Skills & experience

Essential

- > Experience of planning, marketing and executing both in-person and online events
- > Confident with marketing automation and CRM tools such as Hubspot
- > A strong writing style and high quality of written and verbal communication
- > Prior experience of managing corporate social media accounts
- > Naturally outgoing and skilled at building relationships with industry peers and partners
- > Not phased by technical subject matter and capable of learning a new industry quickly

Desirable

- > Experience in the software industry

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- > Proven success in running digital advertising campaigns across social media and search engines
 - > Web content management experience in Wordpress
 - > IDM or CIM qualifications
 - > Google Analytics certification

About you

- > You naturally take ownership for delivery, from start to finish.
- > High energy and motivated you take pride in all you do.
- > You take pride in exceeding expectations.
- > Methodical and logical but with an agility to adapt and flex.
- > Naturally curious and willing to learn, you are always happy to invest time to deepen your experience and knowledge.
- > Self-sufficient, you enjoy personal responsibility and freedom in what you do but always knowing when to seek support from the team.
- > You are quick to pick things up and are able to see the bigger picture, with commerciality in mind.
- > Constant drive for improvement.
- > Proven ability to work with a high degree of accuracy and flexibility in your approach.

What success looks like

- > An upturn in new business associated with marketing activity
- > Maintaining consistent activity in-line with our marketing strategy throughout the year
- > Strengthening our partnership with industry pillars such as Veeva and IQVIA