

Job Title Marketing Manager

The Marketing Manager sits within the marketing team and reporting directly into the Head of Marketing. The Marketing team is a crucial part of Boston's growth ambitions and has a sole focus on Boston's owned marketing activity and owned narrative. At the same time, the Marketing Manager will be responsible for working in parallel with their counterpart in the Partnerships Marketing team to help build on the company's marketing vision and strategy and help to align that strategy with the objectives of our partners.

With plenty of room for growth within the role you will learn our industry, vendors and solutions to develop and implement comprehensive product launch plans that includes products, services and test drives. You will be a fast learner who isn't afraid to hit the ground running and work proactively and support and the general Marketing team. We're a fast-paced business, which means that the marketing department is often required to work simultaneously across a number of projects. Attention to detail and the ability to effectively organise priorities and workflows will be critical.

The Role Requirement:

Reporting to the Head of Marketing, the Marketing Manager will fulfil the following key functions:-

- Support the Head of Marketing in the delivery of marketing activity through the Boston channels in line with the group wide strategy
- Produce supporting documentation, including but not limited to description sheets, data sheets, product/solution photography, blogs, sales presentations, social media content
- Work with the Technology team to define specifications, features, user benefits and design elements of products and solutions being developed by Boston
- Ensure all details for solutions and the Boston brand are correct across all channels
- Work with internal teams to ensure new releases are communicated
- Work with Design Team to ensure latest collateral is being used
- Create & organise all materials to support the products in market, such as demo videos
- Create internal reports providing insight on impact and effectiveness of campaigns
- Support the Head of Marketing to ensure marketing budgets are fully reconciled and reported against
- Manage listing portals and third-party ads to ensure ROI and brand awareness are maximised
- Work in collaboration with the Partnerships Marketing Manager to align partner and general marketing activity and develop Boston's Owned media channels

The Skills and / or Experience Required:

- An understanding of Computer Hardware or previous experience in a technical role or organisation
- Willingness to learn whilst hitting the ground running
- Passion for technology and innovation, motivated by the end-to-end process
- Creative writer, comfortable editing marketing material

- Plan and executive all marketing campaigns for Boston using a variety of digital platforms and media:
- Printed Media (competency in Adobe InDesign and Photoshop)
- Social Media (LinkedIn, Twitter, Hootsuite)
- Press Release creation & distribution
- Newsletters (Mailchimp & Dotmailer)
- Website content management (competency in Wordpress desirable)
- Google Adwords campaigns
- Set benchmarks/KPIs for success for the marketing department and build a feedback/measurement framework to ensure success is achieved.
- Build and maintain relationships with key news media, both top tier and trade publications.
- Develop a high-performing marketing team through evaluation and assessment, coaching and training staff and key stakeholders to build an organization that will support regional business goals
- High attention to detail
- Computer literate, competent user of MS suite
- Personable and confident
- Excellent verbal and written communication skills
- Have experience managing and developing a team

Skills Not required but beneficial

- SEO Experience
- Competent in HTML
- Social Media Management for Business
- Video/Graphics editing

Last reviewed 28/09/2021