

# Marketing Manager

Hampshire £35-40,000 + benefits

The Marketing Manager will develop and implement the marketing strategy encompassing the full marketing mix.

## **Key responsibilities;**

- Develop multi channel targeted marketing strategies and plans to drive the business growth plans for both retention and acquisition
- Analyse campaign activity and effectiveness, competitor insight and market research
- Develop and update marketing collateral ensuring brand guidelines and consistency is adhered to
- Event and Exhibition management - logistics, communications and ensuring lead follow up
- Work closely with sales teams and account managers to drive targeted lead generation campaigns
- CRM ownership
- Digital mediums and website management including SEO, social media, CMS

The Marketing Manager role is a fully integrated position where you be responsible for driving the marketing strategy across the full mix so to be right you will be able to demonstrate a broad background in marketing incorporating communications, digital, collateral production, PR internal communications. You will be a strategic marketer but also be hands on in tactical marketing. This role is marketing into the healthcare sector so experience in this will be an advantage.

The Marketing Manager position is working for a well known brand in the Healthcare sector based in Hampshire who are continuing to grow and are developing new product lines to cement their position as the market leader. They provide continued development and growth opportunities joining an established marketing division.

Salary on offer is £35,000 - £40,000