

Marketing Manager

Job Summary

We are looking for an experienced Marketing Manager to own the marketing strategy for TBA Group, execute the plan across the different brands and measure the ROI of marketing activity. As a creative agency, we like to think outside the box and come up with new and creative campaigns and messaging that makes us stand out from the crowd. An all-encompassing marketing role, we are looking for someone who has vast experience across the marketing spectrum including, but not limited to, PR, social media, copywriting and content creation, email marketing, digital marketing, creative campaign management and brand ownership.

Key Responsibilities

- To create and deliver an integrated marketing strategy that will both raise awareness of the business and generate new business leads for the account and sales teams.
- Campaign management – to generate and manage creative marketing campaigns that positions us as leaders in the industry and raises awareness of who we are and what we do.
- Account Based Marketing – undertake detailed segmentation, targeting and positioning activity to create personalised and targeted messaging and campaigns to identified prospects
- Support account teams and other senior managers on new business and business development activities with the creation of relevant and targeted marketing collateral
- Working closely with the creative directors and design teams, you will own the TBA Group brands with a focus on brand image, tone of voice and storytelling.
- Generate all marketing content through strong copywriting skills – including blogs, case studies, awards, press releases, client newsletters and campaigns.
- Create a PR & media strategy that raises the profile of the TBA Group and its brands and positions us as innovative, thought leaders in our industry.
- To create, manage and maximise our social media strategy across Twitter, Instagram and Facebook with a key focus on LinkedIn
- To manage, review and ensure the optimisation and performance of the different websites within the group
- Report on all marketing activity on a monthly basis to the leadership team
- To track and report on competitor activity and other macro market trends and make recommendation

Person Specification

- 5+ years marketing experience
- A relevant Marketing degree and/or recent relevant qualification
- Experience of working in an agency environment preferred but not essential
- Proven track record of producing and delivering marketing strategies



- Be comfortable challenging (from strong competence base) Company Directors and putting own view across
- Strong project management and organisational skills
- Strong copy writing skills spelling, punctuation and grammar
- A good brand awareness and experience of working with strong brands