

Marketing Manager

Futuresource Consulting

Location: Hybrid UK

We provide market research to businesses around the world, aiding empowered, confident decision-making. Our expertise spans the diverse technology ecosystem; delivered through powerful datasets, specialist intelligence reports, ongoing personal debriefs, and bespoke consumer and end-user research.

We seek a dynamic and experienced Marketing Manager to join our team. This role requires a hands-on professional with a strong background in driving marketing strategies. The ideal candidate will work closely with product development, insights, and sales teams to ensure successful content design and promotion, that drive market penetration and customer growth.

The Futuresource offices are located in St Albans, yet we extend a warm welcome to candidates from anywhere within the UK, offering a hybrid/remote working arrangement for the ideal candidate.

Job Responsibilities

- Strategy implementation of high-performing marketing strategies to improve business performance across on and offline channels.
- Plan, execute, and manage multi-channel marketing campaigns, including digital, social media, email, and traditional marketing efforts.
- Work closely with product development and sales teams to design engaging and relevant content that supports product launches and ongoing promotion.
- Coordinate the design of promotion materials, brochures, and presentations and support compelling content for speeches, panel discussions, and workshops.
- Oversee the design, development, and maintenance of the company's website, ensuring it aligns with brand standards and provides an optimal user experience, optimised for search engines (SEO), and regularly updated with fresh content.
- Grow and lead the team by building vision and motivating team members through coaching, feedback, and change management.
- Leverage AI technologies to identify opportunities for AI integration and stay updated on the latest AI trends and innovations, to support enhanced targeting, personalisation, and campaign effectiveness.
- Serve as a key marketing lead, identifying and driving business opportunities through cross-functional partnerships across Marketing, Sales, Product, and Innovation.
- Conduct market research to identify trends, customer needs, and competitive landscape to inform marketing strategies.
- Monitor and analyse marketing performance metrics providing market research, forecasts, competitor analysis, campaign results, and consumer tools.

Skills and Capabilities

- 4 years+ of marketing experience, managing and leading a team
- 3 years+ experience within a market research industry, desirable not essential
- Creative mindset with the ability to think outside the box and develop innovative marketing solutions.
- Experience in marketing tools and software, including CRM (Customer Relationship Management) systems, Salesforce, Wrike, and Pardot.
- Strong understanding of web design principles and best practices.
- Strong organisational and project management skills, with the ability to manage multiple projects simultaneously.
- Experience in digital and print marketing, content marketing, and social media marketing.
- Successful track record of building and optimising multi-channel marketing strategies to drive revenue growth and brand awareness for a fast-growing product/service.

Package:

- Competitive Salary.
- Company Pension scheme.
- 25 days of annual leave, with an additional day for each year completed.
- Chill days dependent on length of service.
- Company social events.
- Onsite parking.
- Private Medical insurance.
- Life Insurance.
- Remote/Hybrid working.

To apply for the above position, please email your CV with a cover letter to Aarti.Patel@sixsails.com, Sandy.Bell@futuresource-hq.com, and recruitment@futuresource-hq.com