



# Marketing Manager

## Job Details

<b>Title:</b>	Marketing Manager
<b>Position:</b>	Permanent
<b>Location:</b>	Flexible, but the successful candidate would be expected to be in the office at least one day per week
<b>Hours:</b>	Part time to work around school hours with flexibility available in school holidays. Potential to take full time hours in the future
<b>Salary:</b>	£35,000 pro rata
<b>Holiday:</b>	23 days pro rata plus bank holidays
<b>Benefits:</b>	Pension, training as required and birthday as holiday

## About Stream

**Stream is an award-winning agency specialising in loyalty solutions for a broad range of clients, mainly in B2B sectors. Our mantra is “Helping you grow, keep and win more customers for life”.**

Our vision is to be the #1 B2B loyalty agency in the UK for SME's and a leading player in the enterprise space. We have ambitious growth plans that we are well on the road to achieving through our highly proactive marketing programme (speaking engagements, thought leadership events, partnerships etc.) and targeting of prospect clients.

With ISO27001 and ISO9001 certification, our processes and procedures provide a robust platform for us to build strong relationships with our clients.

Stream consists of a small dynamic team of 16 staff based in a beautiful rural business park near Thame (10 mins from Haddenham & Thame station, 20 mins from Bicester and 25 mins from Oxford). We are a focused team with a strong work ethic but we know how to work hard / play hard and regularly hold team events.

Loyalty is about understanding people, their needs and requirements and building emotional connections in order to strengthen the relationship between brand and customer. At Stream Loyalty, we are passionate loyalty experts and it is vital that our marketing activities represent our expertise and thought leadership by raising our brand awareness in the marketplace and driving qualified traffic to engage with us.

## About the Position

We are looking for an experienced and versatile Marketing Manager who is hungry to make a difference; developing our marketing strategy and maximising the opportunities within our different markets and channels, ensuring that all campaigns are completed on time, within budget and meet high quality standards.

The role of the Marketing Manager is to lead the development and execution of marketing initiatives, owning their implementation from translating concepts into executing campaigns, leveraging internal support and driving collaboration.

You will contribute to the smooth running, development and sales growth of the company, working alongside a brilliantly collaborative and supportive team.

## Personal Qualities

- Honest and integral team player
- Enthusiastic, energetic, imaginative, approachable, outgoing and diplomatic
- Passionate about marketing that builds emotional connections, sharing knowledge and delivering great results
- Excellent communication and interpersonal skills
- A problem-solving attitude and an inquisitive mind
- A mindset that is focused on the highest attention to detail and standards of delivery
- Ability to work independently
- Tenacious, hungry for success, quick to learn
- Confident, highly organised, thorough and articulate



# Marketing Manager

## Key Duties and Responsibilities

- Lead the development and execution of marketing initiatives, owning their implementation from translating concepts into executing campaigns, leveraging internal support and driving collaboration
- Establish positioning, identify target audiences, and develop marketing strategies with specific objectives across different channels and markets
- Gather customer and marketing insights including current trends and marketing best practices to build successful strategies, identify new opportunities and increase customer conversions
- Conceptualise and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels.
- Experimenting with a variety of organic and paid acquisition channels such as content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Coordinating with other teams to design, test and evolve lead nurturing tactics
- Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programmes, strategies, and budgets
- Build strategic relationships and partner with key industry players, partners and vendors
- Working with the product team, educate both internal and external stakeholders about our product features and their benefits
- Speak and present both internally and externally to promote the story and values of our brand
- At all times adhering to company and operational working practices and procedures

## Experience and Skills

- A minimum of 3+ years proven experience in related marketing roles within a digital or software environment
- Demonstrable experience of marketing tactics with proven qualified results
- Able to work under own initiative to gather information and solve problems
- Solid organisational skills, including multitasking and time-management with an understanding of priorities and changing demands
- Strong attention to detail and accuracy and high level of professionalism
- Strong teamwork skills
- Excellent working knowledge of Microsoft software packages is a must
- Hands-on experience with Hubspot, LinkedIn, Sales Navigator and Google Analytics preferable