

Marketing manager - Motionspot

About Motionspot:

There are over 13 million people in the UK living with a disability; most have to put up with substandard facilities that are poorly designed and do not offer the access required.

Motionspot provides an alternative and is an award winning fast-growing company specialising in design led accessibility; enabling environments to meet the needs of disabled people without compromising on building design.

Currently providing market leading accessible design consultancy and high quality products for accessible bedrooms and bedrooms, Motionspot has an ambitious growth plan to launch products in kitchens, living areas, hoists/lifts and smart technology.

Motionspot promotes design innovation, product choice, improved functionality and greater satisfaction for clients. For more on the business and our ethos please see www.motionspot.co.uk

Role summary

We are looking for an ambitious and self-driven Marketing Manager to join our team to help manage and deliver the Motionspot communications plan. As Marketing Manager you will be responsible for the management of the marketing budget helping to build brand awareness in both the contract and residential sectors and helping to generate leads for the sales team. The Marketing Manager will report directly to the Chief Operating Officer and will be responsible for managing agencies as well as being hands on with marketing tasks.

Role responsibility:

- Responsible for generating greater leads for the business via creative online and offline marketing campaigns
- Manage and be accountable for the agreed annual marketing budget
- Manage the Motionspot website and digital marketing agency to drive traffic and sales enquiries
- Coordinate bloggers to create online content for Motionspot and where required, produce your own copy for the website
- Write the content and manage the graphic design agency to produce sales packs and appropriate lead marketing
- Manage the social media freelance executive and shape and approve the social media content calendar
- Manage the CRM database and create monthly marketing correspondence
- Appoint and manage the PR agency to create PR opportunities to maximise media coverage
- Develop partnerships with existing corporate clients and agree new partnerships to maximize marketing reach
- Identify, plan and deliver key trade events to drive brand awareness
- Coordinate the customer feedback process and work closely with the design team to give insights on the customer experience

Experience & skills required:

To ensure success you should have a clear understanding of our company's core values and culture. Top candidates will be able to demonstrate how they have successfully managed budgets, agencies but importantly can deliver many of the marketing tasks themselves.

Essential experience

- Must have an extensive understanding of the sales process with examples of previous marketing activity that has successfully driven leads and business
- Experience of delivering the marketing strategy for a business and implementing the marketing processes
- Experience of managing external agencies
- Experience of setting and managing an annual marketing budget
- Proven knowledge and application of a wide range of marketing techniques and concepts
- Excellent knowledge of Wordpress, SEO/PPC and use of video and photography.

Desirable experience

- Experience in the construction, FMCG sectors or consumer marketing

Other qualities

- Excellent oral and written communication skills with copywriting experience
- Excellent presentation skills and confidence to present to client Directors
- Proactive with the ability and confidence to use initiative
- Ability to propose ideas to improve working practices
- Self motivated and able to take initiative whilst also being a good team player

Role details:

Dependent on the right candidate availability, the role can start immediately.

The role is a full time position for 5 days a week and will be office based with the opportunity for some flexible home working when required.

Remuneration:

Salary TBC dependent on experience

Interested?

Please email a CV and covering letter to Jacqueline@motionspot.co.uk