

Marketing and Brand Manager

This exciting opportunity will see you play a fundamental role in the success of the business through lead generation and creation of the company's online and offline marketing materials.

Here at HaulTech you will be involved and in control with all marketing content creation from start to finish. With no agency involvement, you'll take charge of each element of marketing. You will need to have a keen eye for detail, be results driven, be able to provide evaluation and performance reporting on all your hard work and bring a positive and proactive approach that will help you and the wider team to succeed. If you are a self-starter and are looking to stretch your wings building a successful long-term career with an industry leader you have found the right place!

Duties and Responsibilities

- Support the success of the company and its customers
- Creation of regular content that will be used across email, social and web platforms
- Visual design including website banners, social media, email imagery and presentation creation – all consistent with our established brand identity
- Support the company at industry events
- Manage events and creating associated campaigns
- Copywrite web pages, blog, email, social and print
- Take ownership of the company website to deliver improvements to our digital estate, including building and editing web pages using WordPress
- Conduct regular website analytics reporting that identify ways to improve the company's SEO
- Manage companies Google Ads campaigns, proactively managing to improve conversations and lead generation
- Proactively seek opportunities that improve website user engagement and experience
- Adherence to brand guidelines
- Advise business to ensure brand consistency and clarity
- Handle inbound calls and emails
- Support development of new systems and processes
- Work closely with development teams to deliver campaigns on the next stages of the company products
- Conduct market research to inform campaign strategies
- Compile marketing lists using CMS and other databases
- Confidence to redistribute marketing budget to generate the greatest possible return

Marketing and Brand Manager

Skills and Experience

Essential

- Previous marketing experience
- A creative individual with a keen eye for detail
- Analytical mind to enhance decision making
- Excellent written and verbal communication skills
- A go-getter and a team player
- Proactive and innovative with a professional attitude and approach
- Highly organised
- Great brew making ability

Desirable

- Knowledge of Google Analytics and Google Ads
- Ability to use the full suite of Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Full driving licence

Skills and Experience

Salary between £20,000 and £25,000

25 days holiday per year + bank holidays

Permanent, 40 hour per week contract