

SHARP

JOB/PERSON SPECIFICATION

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| JOB TITLE: | Marketing Communications Manager |
| REPORTS TO: | UK Marketing Manager |
| DEPARTMENT: | Marketing |
| LOCATION: | Stockley Park, Uxbridge |

MAIN PURPOSE OF JOB

We are currently looking for a Marketing manager to actively lead the tactical execution of the UK&I strategy for a defined product area. With a focus on marketing communications, social media, digital marketing and other activity you will play a key role in ensuring business plans are implemented and carried out effectively.

KEY RESPONSIBILITIES

- Supports the UK Marketing Lead in developing UK&I country marketing plans
- Executes tactical activities to support country plans
- Execution of country marketing plans working closely with product marketing and sales channels
- Use of European I infrastructure (web, branding, collateral) in the UK&I market to execute in market
- Creation of local and country specific content / activities seeking agreement from both the direct and in-direct channel.
- Communicate to customers regarding updates, new products etc. as agreed with the relevant stake holders
- Support the training of sales team to ensure required knowledge is known , including, but not limited to, product information, product positioning vs competitors
- Sales Team support - product knowledge and Dual calling to understand the needs of the sales team and customers
- To be an active part of a project team for events
- Take ownership of local country events including trade shows and conferences.
- Manage external suppliers/agencies for the delivery of marketing communications projects
- Ensure consistent, on-brand, timely, and cost-effective delivery of all B2B product marketing communications and sales tools for the division.
- Run all B2B specific marketing campaigns, with clear ROI tracking and achievement
- Collaborate and engage with all relevant internal stakeholders across the business to ensure maximum effectiveness of marketing activity
- Work closely with the Vertical marketing team and Channel marketing team to ensure all activities are aligned to our vertical plans and replicated through our channel partners.
- Manage all business intelligence sources (market information, pipeline data, external sources) to monitor key market trends, and input into sales & marketing strategy.
- Participate in all product planning and GTM meetings for new product launches, and own the B2B elements across the product lifecycle.

PERSON SPECIFICATION

Experience/Qualifications

- Degree or similar qualification in a marketing or business related discipline
- Mobile phone industry experience essential (either operator, channel, or manufacturer)
- B2B Marketing experience highly advantageous
- Minimum 5-8 years' experience in a similar marketing or product management role
- High levels of expertise in Microsoft Office – in particular Excel and PowerPoint
- Solid experience of budget and project management
- Track record in being able to multi task and manage projects & relationships independently
- Excellent oral /written communication skills.
- People management experience, minimum supervisory level

Behaviours

- Ability to handle multiple internal and external stakeholders in order to successfully deliver on key projects
- Face to face customer experience
- Ability to translate product features to user benefits on technical products
- Ability to build customer value propositions from a basket of product and solutions
- Must be able to multi-task and project manage large projects with short time-scales
- Must have strong team working skills
- Good attention to detail
- Resilient and able to work to tight deadlines
- Comfortable making decisions and not afraid to take calculated risks
- Flexible “can-do” approach
- Takes responsibility for actions, projects and people
- Builds wide and effective networks of contacts inside and outside the organisation
- Identifies and organises resources needed to accomplish tasks
- Generates energy and enthusiasm amongst others
- Excellent people skills