**WORKDRY INTERNATIONAL**

**POSITION DESCRIPTION: Senior Marketing Manager**

**LOCATION:** Chandlers Ford

**POSITION PURPOSE:** Collaborate with the existing marketing teams in the UK to oversee and drive UK marketing efforts. Work closely with the teams across the brands to develop a comprehensive market strategy that includes cross-selling opportunities and strengthens the presence of all Workdry UK companies in the market.

The purpose of this role is to lead the marketing teams to develop a unified plan and strategy for UK marketing. A key focus will be building strong relationships across all areas of the business to understand their needs, identify how marketing can support them, and effectively communicate these solutions to customers.

**RESPONSIBLE TO:** Group Head of Marketing

**RESPONSIBLE FOR:** Workdry UK Marketing Team

**REGULAR CONTACTS: External** Agencies

Videographers

Photographers

Event Companies

**Internal** Workdry UK Managing Director

Brand MDs

Executive Leadership Team

Sales Teams

Solutions Teams

Department Heads

Finance

IT

HR

Branch Managers

Sales Directors

Solutions Directors

**MAIN RESPONSIBILITIES:**

* Develop and execute marketing strategies to enhance brand awareness, drive lead generation, and boost recognition in the UK market.
* Lead and mentor the marketing team, overseeing the day-to-day operations of the marketing team, providing clear direction and support to achieve team goals.
* Promote training and development opportunities across the marketing team within all Workdry UK brands, fostering growth and expertise.
* Collaborate with the team to create innovative ideas and materials for campaigns and activities.
* Plan and manage the UK’s event presence throughout the year, determining what events the brands should be present at.
* Understand customer needs and pain points, creating targeted marketing materials and strategies to address them effectively.
* Coordinate with the wider group marketing teams on events and shared marketing materials as needed.
* Manage budget ensuring efficient allocation of resources to achieve objectives.
* Stay informed on industry trends and identify opportunities to incorporate relevant insights into UK marketing efforts.
* Review and optimize existing marketing materials and campaigns, ensuring continuous improvement and impact.
* Take ownership of the Sales Enablement Tool, Showpad, maximising its use for sales and marketing success.
* Support the development of the UK value proposition and develop sales tools and communications to ensure this is fully understood by customers and prospects.
* Build strong relationships across all departments to stay informed about upcoming products, services, and projects, while gathering customer feedback and fully understanding USPs.
* Ownership, adoption and rollout of the Customer Relationship Management (CRM) system within the UK.

*The main responsibilities are outlined above. This is not a definitive list, and other tasks/activities may be necessary as the company’s commercial activities require.*

**QUALIFICATIONS & EXPERIENCE:**

* Demonstrable experience in managerial marketing role with a proven track record in developing and implementing marketing strategies.
* Experience managing a budget, keeping up to date invoice tracking and reviewing budgets for future years.
* Strong experience leading and developing a high-performing marketing team, including people management, coaching/mentoring and/or people development.
* Educated in Marketing, Business Administration, or a related field (beneficial but not essential).
* Experience of Microsoft Dynamics (beneficial but not essential).
* Ability to be a team player, demonstrating interpersonal skills working in a small team, showing willingness to collaborate at all levels.
* Experience working with outside agencies and contractors for video, content and graphics. Including putting campaigns together with agencies and pulling together what they produced into a more omnichannel approach.
* Experience working within a Business-To-Business (B2B) marketing team, with experience of building B2B campaigns from idea to presenting the end results.
* Demonstrable knowledge of industry trends (beneficial but not essential).
* Computer literate, including knowledge of MS office, Canva and ideally some video editing experience.
* A full UK driving license with ability and willingness to travel within the UK, including staying over the night on average 2-3 times a month. Including spending one day per month at our Monmouth site.
* Ability and willingness to travel for exhibitions across the UK and staying for the duration of that event.
* Ability to act proactively and be forward thinking whilst maintaining a methodical, attention to detail approach.
* Flexibility to support the business to get the job done understanding the requirements of all stakeholders.
* Knowledge of Showpad or a similar sales enablement tool.