

Position Title: Marketing Manager

Position Summary

The Marketing Manager is responsible for implementing the marketing strategy across Be Challenged's five key sectors. This role involves managing all marketing activity across the five marketing channels of digital, industry events, leveraged resellers, past clients and clients referrals to drive both customer acquisition and customer retention.

The Marketing Manager will collaboratively maintain and embed the annual marketing plan calendar of events, including but not restricted to trade show and exhibition concepts, digital advertising, electronic direct marketing (EDM) campaigns. They will support our client relationship managers with account based marketing (ABM) to ensure Be Challenged remains at the forefront of industry trends. In collaboration with the head of Marketing and our external marketing agency, they manage paid and owned marketing channels; inclusive of internet, email and social media.

With business-to-business (B2B) marketing experience, they will oversee the successful implementation of all marketing efforts within the business, collaborating with internal stakeholders and an external agency to deliver exceptional results.

Key Responsibilities

Strategic Marketing Leadership

- Implement a comprehensive marketing strategy tailored to Be Challenged's five sectors.
- Collaborate around innovative ways to generate interest and engagement across different target audiences.
- Stay ahead of industry trends and insights, providing to the Head of Marketing advice on strategies to position Be Challenged as a forward-thinking leader in team development.

Digital and Channel Management

- Oversee the management of company's website, in collaboration with external agencies, ensuring an engaging, user-friendly, and optimized platform.
- Strategically manage all social media platforms, collaborating on content creation, engagement, and analytics-based improvements.

- Coordinate and maintain digital marketing assets, collaborating with key stakeholders to ensure consistency in branding and messaging.
- Execute and optimize electronic direct marketing (EDM) campaigns to drive engagement and conversions.

Audience-Centric Campaigns

- Implement nuanced marketing approaches that resonate with varied audiences across different sectors.
- Craft and oversee tailored campaigns to maximize reach and impact.

Event and Exhibition Oversight

- Execute creative trade show and exhibition concepts that effectively showcase Be Challenged's offerings, in collaboration with our in-house Event Managers.
- Liaise with key stakeholders to ensure all event marketing efforts align with the organisation's strategic plan, overall business objectives and target audiences.

Collaboration and Team Coordination

- Leverage and liaise with internal expertise and resources to deliver cohesive marketing initiatives.
- Prioritise cross-departmental collaboration to align marketing with organizational priorities.

Performance Measurement and Reporting

- Monitor the effectiveness of marketing initiatives using KPIs and analytics.
- Provide regular performance reports and actionable insights to senior leadership.
- Prioritise an agile and responsive approach to marketing initiatives, driven by data, and industry trends.

Key Competencies

- **Creativity and Innovation:** Develop unique marketing approaches that stand out in competitive markets.
- **Industry Insight:** A deep understanding of industry trends to inform forward-thinking strategies.
- **Audience Understanding:** Tailor messages and campaigns for varied demographics and industries.

- **Analytical Skills:** Evaluate campaign effectiveness and make data-driven decisions.
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Qualifications and Experience

- Experience in a managerial marketing role, preferably within diverse industries or sectors
- Experience in managing campaigns for different audiences
- Ability to develop innovative trade show and exhibition concepts
- Excellent leadership, communication, and organizational skills

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